**Town of Deep River**

**POLICY / PROCEDURE MANUAL**

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| **Corporate Policies and Procedures** |
| **DEPARTMENT:** Administration | **POLICY #:**IT-08 |
| **POLICY:** Business Use of Social Networking |
| **DATE OF ORIGIN:** Dec. 15, 2021 | **REVIEW DATE:** | **REVISION DATE:** | **APPLICABLE TO:**All Employees | **PAGE #**:1 of 2 |

**POLICY STATEMENT:**

This policy is designed to provide guidelines to employees of what is acceptable and not acceptable in terms of publishing content on both Town-affiliated Social Networking sites, as well as publicly available online forums. Town of Deep River Content should be preapproved by the webmaster, relevant Department Head or their designate before being posted live on any social networking site.

**Procedure**

1. Only staff with pre-approval will be granted access to Social Media sites for Town business purposes.

2. Employees should not post information on any sites managed, sponsored or affiliated with the Town of Deep River unless they have the express authorization to do so. This would include any webpages, blogs or social media accounts that the Town may use from time to time for social networking with members of the public.

3. Employees are advised to always consider their position with the organization in what they write before posting online. Employees should ensure that their online activities are consistent with their job duties, their obligations to the Town, and their commitments to serving the public.

4. Employees are responsible for all of their online activities. Prior to posting, consider whether the actions may be in violation of copyright of other laws, or whether the content could be considered defamatory, profane, libelous, harassing or abusive.

5. Employees should never have a false sense of privacy. There is no such thing as truly private on-line activity. Any and all postings can be copied and forwarded. Archival systems can save information even if a posting has been deleted. Employees should assume that all their on-line activities are publicly available to anyone and everyone and conduct themselves accordingly.

6. If in doubt, employees should ask their supervisor before they post content that may in any way reflect upon Town of Deep River or their position therein. Speak with your Department Head or the webmaster to ensure that the proposed content of an online posting will not contravene Hospital policies or procedures or these guidelines prior to posting.

7. Employees are required to obtain appropriate permission before posting any photos or videos of Town staff, residents, clients or members of the public on any social media sites.