

**TOWNSHIP OF RED ROCK  
POLICY/PROCEDURE**

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<b>A-24</b>	Corporate Social Media Policy	APPROVED: 15	06	2020
		Day	Month	Year

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**Social Media Personal Use Policy**

**Intent**

This document is designed to provide all Corporation of the Township of Red Rock employees with guidelines regarding the appropriate use of the corporation's social media accounts with Facebook, Twitter, Instagram and Township website (this list is not exhaustive).

**Guidelines**

- Employees may not disclose confidential or proprietary information on any of Corporation of the Township of Red Rock's social media pages. The disclosure of confidential or proprietary information without prior authorization may result in immediate termination.
- Corporation of the Township of Red Rock employees will be held responsible for what they write or post on any of Corporation of the Township of Red Rock's social media pages. Inflammatory comments, disparaging remarks, or negative / inappropriate language or posts are not permitted.
- Corporation of the Township of Red Rock employees are directed not to engage in discussions regarding competitors' products, legal issues in which the company is involved, or government issues related to the company and our industry without prior approval from management.
- Employees are required to respect copyrights and never post text, images or video created by someone else without proper attribution and/or authorization.
- Social media is not a substitute for inter-company communications. Important information should be transmitted within normal company communication channels (i.e. the company's email platform), and not through social media outlets.
- Social media is not a substitute for customer service. Employees are required to refer customers to the Municipal Office instead of handling inquiries entirely through social media.
- In the event that a Corporation of the Township of Red Rock staff member discovers any group(s) that users have formed to discuss the company, its products, or services, employees are requested to bring them to the attention of management.
- Employees are required to relay important issues to management as soon as possible.

- Employees should always carefully consider what to post in response to an argumentative or accusatory post. If employees have any questions regarding how to respond to a particular post, employees should discuss the issue with management prior to posting.
- Always adopt a positive attitude when responding to comments on the company's pages or applications, or comments about the company in general.

### **Township Photography**

Consent is required prior to posting any photographs of employees in the company on any of Corporation of the Township of Red Rock's social media pages. For additional information, please contact the CAO of the Township of Red Rock.

### **Acknowledgement and Agreement**

I, \_\_\_\_\_, acknowledge that I have read and understand the Corporate Social Media Policy of Corporation of the Township of Red Rock. Further, I agree to adhere to this policy and will ensure that employees working under my direction adhere to this policy. I understand that if I violate the rules/procedures outlined in this policy, I may face disciplinary action, up to and including termination of employment.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Witness: \_\_\_\_\_