



POLICY TITLE: SOCIAL MEDIA POLICY

POLICY NUMBER: 2025 – 01

VERSION NUMBER: APPROVED

DATE APPROVED: FEBRUARY 5, 2025

EFFECTIVE DATE: FEBRUARY 5, 2025

Purpose:

This policy provides guidelines for the use of social media platforms to ensure transparent, consistent, and responsible communication between the Rural Community and its constituents.

Scope:

This policy applies to all employees, elected officials, and contractors who manage or contribute to official Fundy Shores social media accounts. It also provides guidance for personal use of social media when representing Fundy Shores.

Objectives:

The objectives of this policy include:

- Promoting effective communication with the public.
- Ensuring consistency in messaging and branding.
- Protecting the integrity and reputation Fundy Shores.
- Encouraging responsible and ethical social media use.

Authorized Use

Only designated personnel or departments are authorized to manage official social media accounts.

Authorized uses include:

- Sharing municipal news, updates, and announcements.
- Promoting events, services, and programs.
- Providing emergency information and public safety updates.
- Engaging with the public in a professional manner.

Creation of social media accounts and channels can only be done by the Chief Administrative Officer or their official designate.

Account Management

- All official accounts must be approved by the Chief Administrative Officer or their designate.
- Account login credentials must be securely stored and accessible only to authorized personnel.
- Social media accounts must clearly identify themselves as official pages (e.g., include the municipal logo, name, or "Official" in the description).



Content Guidelines

All content posted on official social media accounts must:

- Be accurate, timely, and relevant.
- Comply with applicable laws and policies, including privacy and data protection laws.
- Avoid discriminatory, offensive, or political content.
- Be written in a professional and respectful tone.

Interaction with the Public

- Responses to comments or messages should be timely, respectful, and in line with Fundy Shores standards.
- Disparaging, defamatory, or inappropriate comments from the public may be removed, with a record maintained for transparency.
- A disclaimer may be included on accounts stating Fundy Shores' right to moderate comments.

Branding and Style

- Posts must adhere to branding guidelines, including logos, colors, and tone.
- Consistency in language and style should be maintained across all platforms.

Records Retention

Social media communications are public records and must be retained in compliance with Fundy Shores retention schedule. This includes posts, comments, and private messages.

Personal Use

Employees and representatives must:

- Refrain from speaking on behalf of Fundy Shores on personal accounts unless authorized.
- Avoid sharing confidential or sensitive information.
- Disclose their role if discussing local government matters on personal accounts (e.g., "Views expressed are my own and do not reflect the views of Fundy Shores.).

Prohibited Activities

The following activities are strictly prohibited on official accounts:

- Posting false or misleading information.
- Sharing copyrighted or proprietary content without permission.
- Engaging in personal disputes or arguments.
- Using social media for political campaigning, lobbying, or endorsements.

Training

- Authorized personnel must complete social media training covering best practices, legal considerations, and platform-specific guidelines.
- Training will be provided annually.

Monitoring and Reporting

- Social media accounts must be regularly monitored for inappropriate content, security breaches, or technical issues.



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- Incidents or complaints related to social media use must be reported to Chief Administrative Officer immediately.

Violations

- Violations of this policy may result in disciplinary action, up to and including termination, depending on the severity of the breach.
- Misuse of social media that results in legal or reputational harm to Fundy Shores will be addressed in accordance with policies and laws.

Amendments

This policy will be reviewed annually and updated to reflect technological changes, legal requirements, and evolving best practices.

Effective Date:

This policy is effective as of [Date] and will be reviewed annually to ensure its effectiveness.

Contact:

For more information or if you have any questions about this policy, please contact the Chief Administrative Officer for the Rural Community of Fundy Shores

Version Log:

Version Number	Amendment Description	Approved By	Approval Date
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Annotation for Official Policy Book

This is to certify that the foregoing is a true and accurate copy of the Social Media Policy for the Rural Community of Fundy Shores, which was adopted by Council at its duly convened meeting held 5th day of the February, 2025.

Linda N. Sullivan Brown
Chief Administrative Officer/Clerk
Rural Community of Fundy Shores

February 5, 2025
Date