



**PURPOSE**

Social media provides an opportunity for the Squamish-Lillooet Regional District (SLRD) to fulfill its mission:

*To enhance the quality of life of constituents through the facilitation of regional and community services for the benefit of present and future generations.*

It is a vital tool for instantaneously communicating with residents during emergency operations, and a useful tool for meeting the organization’s general communications goals (Policy 1.11), to be:

- a helpful, accessible and human source of information;
- easy to understand;
- timely and relevant;
- informative about SLRD business, programs procedures, activities, policies and vision;
- effective at reaching those who need to know the information.

Social media engagement additionally:

- Provides an opportunity to encourage information sharing and dialogue between the SLRD, its partners, residents, stakeholders and constituents;
- Provides a mechanism to correct online misinformation, understand current perceptions of the SLRD and build stronger relationships and trust with our residents, stakeholders, constituents, member municipalities and First Nations in the region;
- Allows for the dissemination of time-sensitive information quickly (e.g. travel/weather advisories, emergencies, etc.).

Social media is not a substitute for traditional means of communication (e.g. website, media releases, newsletters, posters/notices, print advertising, email, etc.), but a complementary tool set to:

- support and amplify messaging that is being produced;
- pull constituents to the website, community open houses, Board and committee meetings and the office, where they can engage directly and source accurate information and personal service.

Social media is not a primary channel for customer service. Inquiries, questions and concerns will be invited through email, phone, in-person and mail.

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 1 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



To effectively reach people, social media posts need to be optimized with an understanding of each channel's information-filtering systems - the social presence needs to be engaging, frequent, responsive, and visual - more than just the automated distribution of a web notice.

As such, it is beneficial for the SLRD to integrate social media into its communications strategies, and to engage meaningfully in its channels, on a regular basis.

If it is clear that the SLRD has the resources to appropriately manage this tool, it will be consistently utilized.

This policy is designed to establish guidelines for staff when communicating through the SLRD's social media accounts (i.e. in an official manner).

Additionally, it offers guidance for Staff and Directors navigating their professional/public roles and their personal social media channels.

*The policy is intended to:*

- *Improve awareness of privacy and security considerations when using social media;*
- *Ensure sensitive and personal information is identified and managed appropriately;*
- *Ensure Board and Staff are aware of their roles and responsibilities when using social media;*
- *Support appropriate information and records management;*
- *Encourage a balanced, objective and respectful online dialogue and information sharing with the public.*

**VALUES**

The SLRD's Values Statement is:

*To govern with courage, integrity and respect in an open, honest and responsible manner, using both common sense and the best available information;*

*To respect social, environmental and economic values and limitations while maintaining a high quality of life in all areas of our diverse region.*

These values translate into a social media persona that is: friendly, responsive, positive, respectful, collaborative and plain-spoken.

All content posted to the SLRD's social media accounts should reinforce the values of the organization.

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 2 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



**DEFINITION OF SOCIAL MEDIA**

Social media is a collective term for the range of digital platforms and channels available to create and publish content to the internet.

The social media accounts created and maintained by the SLRD are typically hosted on third party platforms (e.g. Facebook, twitter). The profiles are the property of the organization, not the individuals administering them.

**SCOPE**

This policy applies to all content creators (staff and contractors), posting information on behalf of the SLRD.

It also offers guidance to Board and Staff on how to conduct themselves in their personal channels where behaviour may reflect on the reputation of the SLRD.

**PERSONAL USE OF SOCIAL MEDIA**

Staff or Directors may not use an SLRD email address to set up a personal social media account.

All information that runs through the SLRD’s email/website/internet systems is subject to Freedom of Information and Protection of Privacy Act legislation (FOIPPA).

During SLRD/municipal election periods, staff should refrain from following/liking political candidates, as there could be a perception of implied endorsement of the candidate.

Staff or Directors must not divulge confidential information on social media sites, including but not limited to, in camera items, personnel matters, FOIPPA matters or Emergency Operations Centre internal information.

Staff should avoid using their personal social media channels to express opinions that could impair their ability to be seen as performing their duties in an objective or impartial manner.

Staff or Directors should not post comments or status updates that reflect negatively on the integrity of the organization or which air grievances that should be directed through constructive face-to-face channels.

In personal life, when venturing into political territory, Staff are asked to please be sure to state that opinions are their own and don’t reflect the views of the organization. However, posts or opinions that are derogatory or defamatory of the organization, Staff or Directors, or that reveal

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 3 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



confidential information, cannot be “disclaimed from,” and may justify disciplinary action or dismissal.

The organization will not live-tweet updates/discussion/debate from meetings, but wait until Board minutes have been approved, or the Regional District Update newsletter has been approved, before publishing details from them.

Staff and Directors are encouraged to share updates and posts from the official SLRD channels that they are happy to endorse, through their personal channels.

While freedom of expression is respected, Directors and Staff members are asked to refrain from sharing SLRD official posts they disagree with, appended with negative commentary. Any concerns with the content can be directed through the Communications Coordinator or Chief Administrative Officer, rather than in the public forum of the social channel.

**APPLICABILITY OF OTHER POLICIES – BOARD**

A Director’s personal social media channels belong to the individual Director but, if they are set up as “official” pages for the role as candidate/Director, posts will be held to a higher standard of scrutiny, as reflects the Director’s commitments under the Board Code of Conduct, to ensure they reflect appropriately on the entire organization.

Posts to a Director’s “official” page, as a representative/Director, will be viewed as potential content that the SLRD could repost or share from – s 33.1(1)(r) FOIPPA authorizes this kind of sharing. Posts from personal profiles would never be regarded as for public consumption or re-publishing by the SLRD – even where the FOIPPA provision would cover this, in an effort to balance disclosure with respect for the Director’s private life.

Directors should be aware, however, that posts made to their personal Facebook profiles or social media channels, if their settings are public, may be treated as representative of the individual or the organization by media or community members. This falls outside the scope of the Social Media Policy. For guidance, Directors might refer to the Board Code of Conduct.

The SLRD will not “tag” a Director (i.e. link to a Director’s personal social media account) in a post. Although this can be an effective way to alert someone of relevant information being shared, the onus and freedom regarding whether or not to engage with or repost the content will be left to the discretion of the Director.

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 4 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |

**APPLICABILITY OF OTHER POLICIES – STAFF**

The Employee Handbook and the Workplace Bullying and Harassment Policy provide additional guidance to the behaviour expected of SLRD Staff, as it relates to social media.

Staff are not to post to their personal social media accounts any comments regarding confidential, controversial or sensitive issues before the SLRD. This restriction is to ensure that the SLRD can meet its obligation to provide Staff with a workplace free of harassment and bullying. As the SLRD is not able to monitor and manage social interactions outside its own official channels, it is not possible to ensure a workplace free of harassment and bullying unless Staff refrain from commenting on sensitive work issues in their personal social media feeds.

If, through a Staff member’s personal use of social media, Staff identify posts or comments that could be viewed as bullying or harassing communications towards themselves or a Staff member, Staff should not respond or retaliate. Rather, a screenshot should be taken and referred to the CAO as per the Workplace Bullying and Harassment Policy.

**OFFICIAL/SLRD USE OF SOCIAL MEDIA:**

**APPROVED USERS**

The Official SLRD Social Media sites shall be managed by the Communications Coordinator or delegate.

The Emergency twitter account shall be managed by the Emergency Manager or delegate.

The Departmental accounts (e.g. Utilities and Environmental Services, Zero in on Waste, Pemberton Recreation, The Rec, and Sea to Sky Trail) shall be managed by the Manager of that Department or delegate.

Should Staff or Board members wish to share specific information through one of the SLRD official channels, please make a request to the Communications Coordinator.

“Management” of social media accounts involves content posting and monitoring, as well as addressing or removing any posts that contravene the SLRD Participant’s Code of Conduct. (see Appendix B). The Code of Conduct will be posted to the slrd.bc.ca website and linked to, from all of the SLRD’s active social media channels, in the profile.

All Facebook accounts should have two designated administrators.

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 5 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



**CREATING ACCOUNTS/NO NEW ACCOUNTS**

The SLRD and its departments currently have several social accounts and several lapsed accounts created for various historic planning and public consultation initiatives (see Appendix A).

It is best practice that all of the SLRD’s social media activity converges in a single, centrally managed, social persona, per channel, rather than diluting the reach through a proliferation of departmental and initiative-related accounts/profiles.

However, given the unique and dynamic nature of a regional district, its vast range of content offerings and services, the need for social media posts to be relevant, the currently fragmented sense of community felt by some residents from one end of the region to the other, and the limited resources available to manage communications, it is recommended that the SLRD initially take a different approach, moving towards a centralization over the medium to long term, should resources permit.

The SLRD’s official Facebook and twitter accounts will act as an amplifier of the most important, most regionally relevant, and most original content produced by departments, other government agencies and member municipalities, as well as generating original and shareable content that member municipalities could help amplify.

Content strategies for various department channels and initiatives will ideally be developed in consultation with the Communications team, so as to focus on the most shareable information and to align across all communications initiatives and platforms.

Lapsed accounts should be deleted, or if the information is important as a public record, archived for records management purposes, then updated, where possible, to contain a final post and biographic details (the “About information” under a profile) that will direct people to the SLRD’s official channels, advising that that account is no longer active.

A sunset clause should be in effect, that any page with no activity or growth over a period of 6 months, will be ended. Followers of those pages will be directed, instead, to the official channels. After one year, those accounts should be deleted, subject to the Records Management Manual requirements.

No new accounts should be established without the consultation and authorization of the Communications Coordinator and CAO.

In consultation with the Chief Administrative Officer, the Communications Coordinator will determine which Social Media channels will be utilized for disseminating SLRD messaging. Only the Chief Administrative Officer or the Communications Coordinator may set up new social media profiles in new channels.

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 6 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



New administration rights for existing accounts should be cleared with the Department Manager and Communications Coordinator.

All social networking sites shall clearly indicate they are maintained by the SLRD and shall have SLRD contact information prominently displayed. Each site shall include an introductory statement which clearly specifies the purpose and topical scope of the posts, and, if the wall is open, or publicly viewable comments are allowed, a Participants' Code of Conduct (Terms of Use) that outlines what is regarded as unacceptable and will be subject to deletion (see Appendix B).

Accounts must be moderated, and a Staff member delegated for monitoring any active accounts and ensuring that questions are responded to in an appropriate time, and comments comply with the SLRD Participant's Code of Conduct.

SLRD social networking accounts/profiles should always be set up as Pages, or organizations, and include a privacy statement (see Appendix B).

**MONITORING**

Social media channels for the SLRD are not a customer service channel. They are not monitored 24-7 and are not an emergency help-line.

We will post on our accounts the frequency with which we monitor the accounts, and strive to respond to legitimate queries or comments within 48 hours.

Social accounts should contain information where to call for an immediate response, or in the event of an emergency.

Complaints or comments will be acknowledged and redirected to a traditional/formal customer service channel (e.g. email, phone call, web survey, open house, letter to the Board, delegation to Board), along with the advice that our social channels are currently used exclusively for information sharing.

Sample text:

The SLRD <Facebook> / <Twitter> page is only monitored Monday to Friday, 8:30 a.m. to 4:30 p.m. Should you require immediate assistance, or if you are reporting an emergency, please contact the SLRD office at (604) 894-6371 or toll free at 1-800-298-7753.

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 7 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



**POSTING**

The tone of all posts, in all channels, shall be positive and professional, and aligned with SLRD values. Postings shall be clear, easy to understand, and direct the public to the SLRD’s website for further information, or to further information on member municipality, Provincial or Federal governments or their affiliated agencies.

In normal circumstances, news and notices should be posted to the SLRD website first, before being shared through social media channels.

A list of “official agencies” for preferred information sharing and linking to, (see Appendix C), should be updated annually as part of the Social Media Strategy.

Posts will not contain party political material, will not seek to persuade the public of a particular view, promote personal images of Directors or their individual proposals, decisions or recommendations, or personalize issues.

Posts will not canvass matters before the Board, or suggest bias or pre-determination on planning or licensing matters.

Posts will conform with the Communications Policy 1.11, notably:

- Will not be used to promote an individual business or type of business over any other, or any individual political philosophy, but will always strive to promote the Regional District.

**COMMENTS**

Comments will be enabled on the SLRD’s Facebook public Wall, allowing people to engage and give feedback to the SLRD.

Comments should not be actively solicited in social channels. If a comment is invited, and received, or its unsolicited receipt prompts an internal action, a screenshot will be taken and filed for FOIPPA purposes, and in conformance with the Records Management Manual.

Content, comments or links containing any of the following will not be allowed on SLRD Social Media sites:

- contain rude, abusive, obscene, indecent or offensive language
- include defamatory, abusive, harassing or hateful remarks or make unproven or unsupported accusations against individuals or organizations
- constitute spam, promote services or products (other than those of the SLRD or member municipalities)

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 8 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |

- invade anyone’s privacy or impersonates anyone
- are not topically related
- are posted without the necessary rights, licences and consents
- encourage conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial, national or international law or regulation anywhere in the world
- contain excessive links or contain code
- identify (by "tagging" or linking to a Director’s personal social media page) any publicly-elected representative or candidate regardless of their political affiliation, whether those comments are supportive or critical
- are contrary to the principles of the Canadian Charter of Rights and Freedoms
- contain confidential information including things such as in-camera items, unpublished details about SLRD: software, details of current projects, financial information, research, and trade secrets.

These guidelines will be housed on the slrd.bc.ca website. A link to these guidelines will be posted on any SLRD social media site with the phrase “by participating, you agree to comply with the SLRD’s Participants’ Code of Conduct” (see Appendix B).

**RESPONDING TO COMMENTS AND INQUIRIES**

When a general inquiry is posted and the response is deemed useful information to SLRD constituents (e.g. Office Hours, where to find Bylaws on website etc.), responses should be posted back to the original commenter’s thread.

Should a resident have a comment/inquiry specific to their property or if it is personal in nature, the response shall request that the individual contact the relevant department with staff contact and phone number. That personal information will then be hidden or deleted.

If information is posted, as part of a comment, that reveals personal identifying information beyond what a typical Facebook profile reveals, (e.g. personal address, phone number), that information will be hidden or deleted, with a note that it is being removed to protect privacy, and an invitation to take the conversation offline.

All initial inquiries shall be acknowledged for receipt and attempt to be responded to within a 48 hour period. If an inquiry is technical in nature, the inquiry shall be forwarded to the Department Manager, and the response will be sent back to the Communications Coordinator for posting to

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 9 of 17                                 |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |

ensure the message is appropriate in tone, and is simple, professional and free of grammatical errors.

Should the SLRD receive a negative post, the Communications Coordinator will determine the appropriate response – i.e. if the comment deserves a response or if it should be deleted. If a negative post or comment is found online about the SLRD, Staff shall not counter with another negative post. Please consult the Communications Coordinator, Management or Chief Administrative Officer so a proper response can be determined.

Permitted users of social media sites are prohibited from disseminating any private organizational information, or any in-camera items.

In most cases, usual ways of contacting the SLRD for official correspondence should be encouraged (e.g. email, phone, in-person).

Should the Communications Coordinator not be able to monitor or respond to Social Media, a designate will be assigned by the Communications Coordinator or the Chief Administrative Officer.

**THE VALUE OF A LIKE, RETWEET, FAVOURITE, FOLLOW**

There is strategic value in liking and sharing content, to boost the SLRD’s profile within the algorithms that govern social media channels. However, as retweeting or reposting content from another entity may imply endorsement of all the content that is being reposted, as well as the source, and expose the SLRD to allegations of defamation, if the content is defamatory, this should be done judiciously, with reference to the SLRD’s governing values and to the list of Preferred Sources (see Appendix C.)

Care should be taken to ensure that posts don’t link to material that suggest the organization has a political bias or agenda or may have pre-determined opinions on issues that come before the Board. Content should not be shared if it has not been screened and read/reviewed/watched in its entirety.

The following pages will **not** be followed/liked:

- Political candidates/electioneering during an election campaign (Once elected, those accounts may be the most appropriate way to stay connected with an official, and can be followed by the SLRD.);
- Sites with inappropriate sexual content;
- Sites which promote discrimination;

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 10 of 17                                |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



- Sites containing defamatory/libelous comments;
- Sites promoting criminal or malicious intent.

**GROUPS**

The SLRD, as an organization with a Facebook Page (as distinct from a Facebook Profile, for individuals), cannot join Facebook groups. (Currently, Facebook only enables individuals to join groups.) Individual Staff or Directors can be members of Facebook Groups, through their personal Profiles. Individual Staff or Directors should not post to those groups or message boards as an official representative of the organization/on behalf of the SLRD. They can advise the Communications Coordinator what issues are trending, so the SLRD can elect to address it, redress misinformation or provide clarification or updates through its official channels (e.g. website notice, media release, a link to which could be shared, with inquiries being directed to the organization’s official channels.)

The SLRD can post to the Wall of groups, with relevant information or requests to share event news or specific posts.

The SLRD shall not pose as an individual or create an individual avatar, in order to participate or monitor Group discussions.

**PHOTOGRAPHY**

Social media sites have algorithms that prioritize content with images, so it is always optimal, to maximize the reach and impact of social posts, to include photographs.

It is important to understand that these photographs, once posted, can then enter the public domain and can be widely shared or reproduced, so reasonable steps should be taken to protect the privacy of subjects in case of misappropriation of the image.

Photographs should be the property of the SLRD or licenced to the SLRD by Creative Commons licence, (a public copyright license permitting the free distribution of a work, granted by the author) or permission and credit to the photographer.

Where people are recognizable in the photograph, their permission should be secured. However, if the picture is 1. disclosed on a social media site by that individual and shared for the promotion of SLRD initiatives, or 2. taken at a public event, the event was open to the public and that person voluntarily attended the event, permission is not required, under FOIPPA section 33.1(1).

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 11 of 17                                |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



As FOIPPA also provides that a public body can disclose personal information if it was disclosed on a social media site by the individual the information is about, the SLRD can re-share a photo that has already been posted in social channels, preferably where that information was shared by one of the SLRD’s Approved Sources (see Appendix C).

**FOIPPA AND RECORDS MANAGEMENT**

All SLRD social media channels shall adhere to applicable local, provincial and federal laws, regulations and policies including the Freedom of Information and Protection of Privacy Act (FOIPPA). Site monitors must delete comments that contain third party personal information (phone numbers, addresses) and pictures of third parties.

If social media comments, interaction or responses to posts are solicited actively by the SLRD and/or used to make a decision that directly affects the individual, a screen capture of the post should be made and that record kept. It is recommended that where actual interactions are invited, online surveys be created, so constituents can be directed to the website, and accurate records kept for FOIPPA and records management purposes.

Section 31 of FOIPPA speaks to the retention of personal information and states that “if an individual’s personal information (a) is in the custody or under the control of a public body, and (b) is used by or on behalf of the public body **to make a decision that directly affects the individual**, the public body must ensure that the personal information is retained for at least one year after being used so that the affected individual has a reasonable opportunity to obtain access to that personal information.”

Personal information is any recorded information that uniquely identifies an individual, such as name, address, telephone number, age, sex, race, religion, sexual orientation, disability, fingerprints, or blood type. It includes information about a person’s health care, educational, financial, criminal or employment history. It also includes anyone else’s opinions about a person and their own views or opinions.

As per the Government of Canada’s Information Management section in the Guide on Official Use of Social Media, most information posted on the SLRD’s social media platforms will be information that has already been captured in official documentation (e.g. the website, notices, news releases, project or communication plans). As such, the information used in social media, when otherwise captured through official documentation, is transitory and can be disposed of accordingly.

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 12 of 17                                |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



If a decision is made or an action taken via an electronic conversation on social media, the decision or action must be documented to ensure that the information is captured within the SLRD’s corporate repository. Information on official SLRD programs and services distributed to constituents should be captured in an official record in the corporate repository, regardless of format.

Examples of information resources associated with official use of social media that **are required** to be captured as a record in an information repository include:

- Official information made available through external social media platforms that has not otherwise been captured through official documentation such as websites, briefing notes, project or communication plans; and
- Information received from the public via external social media platforms in response to requests for information from the SLRD.

Examples of information resources that are **not required** to be captured in the SLRD’s information repositories as a record include:

- Information, messages or official pages posted on social media platforms that have already been captured in official documentation (e.g. departmental websites, briefing notes, project or communications plans); and
- Information in the form of electronic conversations that have taken place through the direct messaging components of external social media platforms (unless a decision or action is taken via the electronic conversation on social media, as described above, in which case the decision, action or rationale must be documented and captured within the departmental corporate repository).

The website content is predominantly static. An annual website backup will be scheduled through the service provider for Records Management purposes. An annual Facebook and twitter archive will also be scheduled. The zip files will be stored digitally for Records Management purposes.

**RELATED POLICIES AND PLANS:**

Policy No 1.11 Communications

Policy No 1.16 Board Code of Conduct

Policy No 5.3 Workplace Bullying and Harassment

Records Management Manual

Emergency Response and Recovery Plan (update pending)

Employee Handbook (update pending)

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 13 of 17                                |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |

**Appendix A AUDIT OF CURRENT SITES and CHANNELS**

Facebook:

- Official Facebook Page: <https://www.facebook.com/SLRD-Squamish-Lillooet-Regional-District-576523042399880/timeline/?ref=h>
- Departmental Facebook initiatives>
  - Zero in on Waste SLRD: <https://www.facebook.com/ZERO-in-on-WASTE-SLRD-251715101516567/timeline/>
  - Environment and Utilities Services: <https://www.facebook.com/SLRDUES?fref=ts>
  - Sea to Sky Trail: <https://www.facebook.com/seatoskytrail/?fref=ts>
- Community Centre in Pemberton: <https://www.facebook.com/pemberton.recreation.9?fref=ts>
- The Rec – Pemberton Youth and Seniors Centre: <https://www.facebook.com/TheRecPYC>
- Planning Projects >
  - SLRD Area B, District of Lillooet, and St'at'imc Agricultural Plan: <https://www.facebook.com/AreaBDOLAgPlan?fref=ts>
- Relics: SLRD Integrated Sustainability Plan: <https://www.facebook.com/SLRD-Integrated-Sustainability-Plan-ISP-233888766700173/timeline/>

Twitter:

- Official: @slrd\_bc
- @slrd\_emergency
- @SLRDElections (may be discontinued in favor of the official SLRD account)

Blogs:

- Zero Waste blog: <http://slrdzerowaste.blogspot.ca/>

Instagram: (Placeholder account. No content or followers yet) squamishlillooetrd

Slideshare: for purposes of uploading slideshows to website

Youtube account: Placeholder set up, in case it is required as part of a live video streaming service

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 14 of 17                                |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |

**APPENDIX B: SOCIAL MEDIA PARTICIPANTS' CODE OF CONDUCT**

The SLRD welcomes your posts and comments and hopes that our conversations here will be courteous. You are fully responsible for the content of your comments. Do not submit copyrighted or other proprietary material in any form unless you indicate that you have permission to do so.

The SLRD does not discriminate against any views, but reserves the right to delete any comments or links that come to our attention that:

- contain rude, abusive, obscene, indecent or offensive language
- include defamatory, abusive, harassing or hateful remarks or make unproven or unsupported accusations against individuals or organizations
- constitute spam, promote services or products (other than products and services of the SLRD or member municipalities);
- invade anyone's privacy or impersonates anyone;
- are not topically related to the material being commented on;
- are a personal attack, disparaging or threatening;
- are posted without the necessary rights, licences and consents;
- encourage conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial, national or international law or regulation anywhere in the world;
- contain excessive links or contain code;
- identify any publicly-elected representative or candidate regardless of their political affiliation, whether those comments are supportive or critical;
- are contrary to the principles of the Canadian Charter of Rights and Freedoms;
- contain confidential information including things such as unpublished details about SLRD: software, details of current projects, financial information, research, and trade secrets.

If you are looking for the official source of information about the Squamish-Lillooet Regional District, please visit our website at [www.slrd.bc.ca](http://www.slrd.bc.ca).

The SLRD's decision to 'Like' a particular Facebook page or the appearance of external links on this site does not imply endorsement of any kind.

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 15 of 17                                |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |



Reporters are asked to contact Media Relations at [mediainquiries@slrd.bc.ca](mailto:mediainquiries@slrd.bc.ca) rather than submitting questions here as comments.

**Disclaimer / Social Media Commenting Policy**

The following will be posted as a link on the SLRD's social media pages:

Thank you for visiting our Facebook Page. We hope you find this resource informative, interesting and interactive. We welcome your comments and input, and look forward to healthy, constructive debate and opinions to serve the betterment of our community. **Be engaged, be engaging and be kind.** That's the essence contained in the legalese that follows:

**The SLRD reserves the right to restrict or remove any content that is deemed in violation of the SLRD's Social Media Code of Conduct or any applicable law. You agree to participate at your own risk, taking personal responsibility for your comments, your username and any information provided.**

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 16 of 17                                |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |

**APPENDIX C: SAMPLE OF PREFERRED SOURCES**

A sample list of recognized sources for sharing information through the Official social channels that would be updated annually in the Social Media Strategy:

- slrd.bc.ca
- An SLRD departmental account
- An SLRD member municipality’s social channel or webpage
- Another government agency
- An established media outlet
- Tourism organizations for each community
- @PreparedBC for preparedness information
- @EmergencyInfoBC and Emergency Info BC for alerts
- @BCGovFireInfo for wildfire updates
- BC Forest Fire Information (Facebook)
- @DriveBC and DriveBC.ca for road condition

|                                  |  |
|----------------------------------|--|
| Approving Authority: Board       | Page 17 of 17                                |
| Policy Name: Social Media        | Policy No: 7-2016                            |
| Date of Approval: April 28, 2016 | Dates of Amendment:                          |
| Policies Superseded: N/A         | Related Enactments: Policies 1.11, 1.16, 5.3 |