



Social Media Policy - Community

February 22, 2024

Purpose:

Seguin Township has active social media accounts designed to foster connections, promote Township and Township programs, evoke community pride, deliver information, and encourage conversation. The Township welcomes constructive criticism and debate through these forums, but also requires guidelines to ensure the Township's identity and online spaces are respectful and safe for all in our community.

Scope:

This Policy applies to all users/community members who engage with any official Seguin Township social media account.

Policy and Terms of Use:

Seguin Township staff will monitor official Seguin Township social media accounts during regular working hours (Monday – Friday, 8:30am-4:30pm, excluding statutory holidays). Designated Seguin Township staff can take action in response to comments, messages or posts on official Seguin Township social media that contains any of the following:

- Defamatory, hateful, or personal attacks.
- Profane, obscene, violent, or discriminatory images or language.
- Solicitation of commerce, not related to Township business or initiatives.
- Content in violation of any Canadian law or encouragement of illegal activity.
- Information that may compromise the safety or security of the public or public systems.

- Content that violates intellectual property rights.
- Content considered inappropriate by the Township.
- Inaccurate, misleading, off-topic/irrelevant comments or commentary that includes misinformation or inaccuracies about Township staff, Council members, programs, or operations.
- Content that violates privacy or confidentiality as it pertains to Seguin Township staff, Council members, or residents.
- Confidential information published without prior consent.
- Promotion or opposition to a candidate for municipal, provincial or federal election.
- Information that may threaten the safety, or security of Township staff, Council members, Township property or members of the public.

Designated staff members have the authority to deem which messages are in violation of the policy. The action they take is at their discretion and may be to delete or hide content or block/ban an individual or organization from official Seguin Township social media accounts in response to a violation.

If a member of the public believes content on any official Township social media violates the policy, they may report it to the CAO or Office of the Clerk immediately. The content will be reviewed and removed at the discretion of the Office of the CAO.

Sharing content

Seguin Township staff have the authority to use their discretion on whether they will share content from other organizations on official Seguin Township accounts. Seguin Township will create events and posts, as resources allow, to help promote events organized by our official committees – recreation and culture and business.

Review Cycle

This Policy may be changed, suspended, limited, or cancelled at any time by the Office of the CAO and will be reviewed as necessary.

