



DISCOVER. GROW. BELONG.

Title: Social Media Policy	Date Approved: January 9th, 2024
Policy #: GG 02-2024	Council Resolution: 18-24
Department: General Government	Revision:
Rescinds:	

Preamble:

This policy will encompass public communications through such social media tools as, but are not limited to: Facebook, Instagram, YouTube, and/or Twitter.

General Standards and Regulations:

The Town of Carberry will be referred to as the “Town” throughout this document.

The purpose of this policy is to establish clear guidelines and guidance to employees, municipal representatives, volunteer firefighters, residents, and external contractors on their professional and personal use of social media.

Policy:

The Town is committed to providing important and timely information to the public and to engage with its residents online; however, such engagement must be respectful. Any public posts that contain the following will be deleted without notice:

- (a) Profanity, graphic, obscene, abusive, aggressive, insulting, discriminatory, rude, sexist, or racist.
- (b) Inappropriate or offensive language of any kind.
- (c) Personal attacks of any kind.
- (d) Spam or advertisement of any kind not associated with the Town.
- (e) Posts made for explicit commercial purposes by private business.
- (f) Infringement of copyrights or trademarks.

Rules of engagement:

- (a) Only persons authorized by the CAO may post or comment on the Town’s social media platforms.
- (b) Ensure all content is accurate, non-misleading and adheres to the Town by-laws and policies.
- (c) Ensure comments are respectful.
- (d) Be respectful and refrain from using profanity, personal attacks or discriminatory language.
- (e) Keep comments and posts relevant to the Town and its activities.
- (f) Don’t share personal information on the Town’s social media platforms.

Residents are encouraged to engage with us through liking, commenting or sharing our posts or send us a direct message on Messenger and we will get back to you as soon as possible.

Organizations interested in the Town sharing their posts are encouraged to contact the Office Administrator either by email admin@townofcarberry.ca or by phone 204-834-6628: include as much information as possible along with a jpeg of the poster or picture you would like shared.

The Town is not responsible for the use and/or misuse of any personal information posted on its social media platform by an individual or group.

Failure to comply with this policy by employees may require disciplinary action and, in serious cases, termination of employment, services and/or engagement, at the discretion of the CAO, while complying with the employee policy or collective agreements.

Adopted by Resolution of Council # 18-24 at Carberry, Manitoba, this 9th day of January, 2024.