



**DISCOVER. GROW. BELONG.**

<b>Title: Social Media Information Policy</b>	<b>Date Approved: April 14, 2026</b>
<b>Policy #: GG 01-2026</b>	<b>Council Resolution: 90-26</b>
<b>Department: General Government</b>	<b>Revision:</b>
<b>Rescinds:</b>	

**Preamble:**

This policy governs the use of official Town of Carberry social media accounts as information-only communication tools for the dissemination of timely, accurate, and factual municipal information.

**Purpose:**

The purpose of this policy is to:

- Provide clear direction to Town staff regarding the use of social media as a one-way communication channel.
- Ensure consistent, professional, and lawful sharing of municipal information.
- Reduce the risk of misinformation, inappropriate engagement, and reputational harm.
- Ensure compliance with The Municipal Act (Manitoba), Council Members' Codes of Conduct Regulation (M.R. 98/2020), and applicable Town policies.

**Scope:**

This policy applies to:

- Town employees and other individuals expressly authorized to manage official Town social media accounts.
- All official Town social media accounts, whether current or created in the future.

This policy does **not** apply to personal social media accounts; however, personal use must still comply with applicable employee and Council codes of conduct where association with the Town may reasonably be inferred.

**Definitions:**

Social Media:

Online platforms that allow the creation, sharing, or viewing of content, including but not limited to Facebook, Instagram, YouTube, and X (Twitter).

Information-Only Use:

Social media use where public interaction features such as comments, replies, or public messaging are disabled, eliminating communication to Town-generated posts.

**Guiding Principles:**

Communications must uphold public confidence in the Town and local government.

Only designated representatives may post on behalf of the Town.

All content must:

- Be accurate, clear, and non-misleading
- Align with Town by-laws, policies, and Council decisions
- Remain neutral and non-partisan
- Avoid personal opinions, advocacy, or commentary

Personal promotion, political messaging, or conflicts of interest are prohibited.

Official Town social media accounts are maintained solely for the purpose of sharing municipal information, including:

- Public notices
- Service disruptions
- Emergency information
- Community updates
- Council-approved messaging

**All public interaction features shall be disabled**, including but not limited to:

- Comments
- Replies
- Public direct messaging (where platform settings permit)

The Town will not monitor, respond to, or engage in social media discussions.

The Town's social media platforms are **not forums for public discussion or feedback**.

Members of the public are encouraged to direct inquiries, concerns, or feedback through established channels such as:

- Email
- Telephone
- In-person visits during office hours
- Formal delegations or written submissions to Council

No confidential, personal, or sensitive information may be shared. All content must comply with privacy and access to information legislation.

**Review:**

policy shall be reviewed at least once per Council term or sooner if required by legislation, operational needs, or changes in social media platforms.

**Adopted by Resolution of Council # 90-26 at Carberry, Manitoba, this 14<sup>th</sup> day of April, 2026.**