

COMMUNICATION 132039

Received From: Amanda Charania, Communications Coordinator
Addressed To: Committee of the Whole
Date: March 9, 2021
Topic: Social Media Policy

SUMMARY

The use of social media as a means of disseminating information from the Town has grown significantly in recent years. The Town of Carleton Place actively uses social media platforms to keep residents informed of municipally related information and decisions.

BACKGROUND

The Town currently only has a Digital Communications Policy which outlines procedures primarily focused on posting information to the Town's website.

COMMENT

In order to have a more robust policy, the Town's Communications Coordinator undertook a review of social media best practices and drafted the attached policy for Council's consideration. The policy was circulated to Managers and Departmental social media account managers for review and their comments were incorporated into the attached policy.

The draft policy will govern the behavior of both staff and the public posting on the Town's platforms.

Given the growth of the community as well as the increase in popularity of various social media platforms, having a clear policy will help ensure the appropriate use and management of social media and improve the effectiveness, efficiency, timeliness and transparency of the Town's communications.

Staff recommends this policy as a starting point. It is recognized that as it is used, it can be expanded upon or changed as required.

As the Library has its own Social Media Policy approved by the Carleton Place Public Library Board, it is not included in the Town's Social Media Policy.

STAFF RECOMMENDATION:

THAT Council approve the Social Media Policy; and
THAT an annual review and sign off of the Social Media Policy be a requirement for Departmental Staff who post on the Town's approved social media channels.