

## Report to Council

<b>Report Title:</b>	Social Media Policy		
<b>Prepared By:</b>	Sarah Johnson, Deputy Clerk		
<b>Department:</b>	Clerk's		
<b>Date:</b>	August 29, 2023		
<b>Report Number:</b>	CLK2023-19	<b>File Number:</b>	C11CL, A09
<b>Attachments:</b>	Draft Social Media Policy		

### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2023-19 - Social Media Policy, prepared by Sarah Johnson, Deputy Clerk and in doing so approves a By-Law coming forward to adopt a Social Media Policy for the Municipality.

### Report:

#### Background:

The Municipality adopted a Social Media Policy in 2016 which had a limited focus on employees' personal use of social media.

The Municipality of Brockton has managed corporate social media accounts such as Facebook, Twitter, Instagram, YouTube, LinkedIn for a number of years and staff have created this all-encompassing Social Media Policy to assist in governing the use of content being posted on the Municipality's social media accounts.

Staff have seen an increased use of social media over the years, and it is a primary source of information outside of the Municipal website and other traditional forms of communication.

The goal of this updated Social Media Policy is to set guidelines and standards to ensure the appropriate use and management of the Corporation of the Municipality of Brockton's social media accounts.

#### Analysis:

Staff have updated the Social Media Policy to compile content from the Municipality's 2016 policy and provide additional oversight regarding the Municipality's corporate social media accounts. This updated Social Media Policy provides governance to designated staff members who are responsible for posting content on the Municipality's social media accounts.

This policy also applies to all employees, and elected official’s conduct when participating in any social media, either in the course of their employment, or on their personal time. While the Municipality of Brockton recognizes the popularity of social networking, certain behaviours must be observed to protect employees, Council, and the Municipality of Brockton’s reputation. As representatives of the Municipality, there is an expectation that employees, members of Council, and members of Brockton’s Committees/Local Boards behave in a manner that upholds the organization’s reputation, and continue compliance with the Employee Code of Conduct, or the Council Code of Conduct.

This policy also applies to members of the public who interact with the Municipality’s social media, and how Municipal employees will respond to inquiries and comments posted by the public on the Municipality’s social media accounts.

Staff have also reviewed several other Municipal policies that are applicable to the Social Media Policy, such as the Website Hyperlinks Policy, Information Technology Acceptable Use Policy, Cell Phone/Mobile Device Policy, in order to maintain consistency amongst these related policies.

Analytics from the Municipality’s social media accounts are presented to Council on a bi-annual basis accompanying statistics from the Municipal website to keep Council informed on their progress, and the types of content members of the public are interested in receiving from the Municipality.

Staff have attached the draft Social Media Policy for reference, and recommend its approval by By-Law.

**Strategic Action Plan Checklist:**

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?		
• Recommendations help move the Municipality closer to its Vision		Yes
• Recommendations contribute to achieving Heritage, Culture, and Community		Yes
• Recommendations contribute to achieving Quality of Life		Yes
• Recommendations contribute to achieving Land Use Planning and the Natural Environment		N/A
• Recommendations contribute to achieving Economic Development		N/A
• Recommendations contribute to achieving Municipal Governance		Yes

**Financial Impacts/Source of Funding:**

- Do the recommendations represent a sound financial investment from a sustainability perspective?  
N/A

**Reviewed By:**



Trish Serratore, Chief Financial Officer

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**Respectfully Submitted by:**

A handwritten signature in blue ink that reads "Sarah Johnson". The script is cursive and fluid.

Sarah Johnson, Deputy Clerk

**Reviewed By:**

A handwritten signature in black ink that reads "Sonya Watson". The script is cursive and fluid.

Sonya Watson, Chief Administrative Officer