



TOWN OF SHELBURNE

Media Policy

Intent

The Town of Shelburne strives to maintain a positive image in the community, and has adopted this policy to ensure that our Council members, employees and volunteers are aware of their responsibility to maintain a positive image as a representative of our Town. Town of Shelburne Councillor members, employees and volunteers are expected to comply with the guidelines set out within this policy. Further, Town Councillor members, employees and volunteers are expected to make clear, through statements on any social media sites, operated independent of Town managed sites, that they are not representative of, or in any way expressing the views of Council, employees or volunteers other than themselves.

Councillor members, employees and volunteers continue to act as representatives of the Town of Shelburne outside of regular business hours, and should conduct themselves in a manner that is appropriate.

This policy is not intended to interfere with the private lives of our Council members, employees or volunteers, or impinge their right to freedom of speech. This policy is designed to ensure that Town of Shelburne's image and branding are maintained, and remain impugned.

Scope

The Media Policy applies to all Town of Shelburne Councillors, employees and volunteers at all times and without exception.

Definitions

Media: refers to any newspaper outlets, news magazines, magazines, news stations, inquires from reporters from any news media outlet, including, but not limited to blogs, on-line news papers and radio.

Social Media: forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (Merriam-Webster Dictionary). These include but are not limited to: Facebook, Twitter, LinkedIn, Myspace.

General Guidelines

Town of Shelburne Councillor members, employees and volunteers that maintain personal social media pages or accounts or speak to the media are required to comply with the following guidelines as they relate to their association with Town of Shelburne. They will be held accountable for what they write or

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post on social media or internet pages and for comments made to the media. Inflammatory comments, unprofessional or disparaging remarks, or disclosure of confidential information made by Council members, employees or volunteers about customers, vendors or other Towns and Municipalities, or in general, may result in disciplinary action, up to and including termination.

Council members, employees and volunteers should follow the guidelines below when making posts or comments on any social media site whether it is public or private, or when commenting to the media for any reason:

1. To conduct themselves professionally both during and outside of work hours; be advised that inappropriate comments, photographs, links, etc. should be avoided.
2. Posts or comments involving the following will not be tolerated:
 - Proprietary and confidential Town information;
 - Discriminatory statements or sexual innuendos regarding co-workers, management, customers, or vendors; and
 - Defamatory statements regarding the Town of Shelburne its employees, customers, corresponding organizations, or vendors.
3. Where Council members, employees or volunteers mention the Town of Shelburne, they will be required to include a disclaimer stating that any opinions expressed are their own and do not represent the Town's positions, strategies, or opinions.
4. Use of social media may not conflict with any of Town of Shelburne's existing policies whatsoever.
5. The use of social media should not have a negative impact on employee productivity or efficiency.
6. Town policies governing the use of copyright materials, corporate logos and other forms of branding and identity apply to electronic communications. Town of Shelburne protected materials (copyright material, branding and/or logo(s)) may not be used without prior express written permission.

Any employee who fails to follow the guidelines set out in this policy may be subject to disciplinary action up to and including termination of employment.

Official Representatives

1. Town of Shelburne Council members, employees or volunteers are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization without prior authorization to act as a designated Town of Shelburne representative. The Mayor and Chief Administrative Officer (CAO) are hereby designated Town of Shelburne representatives with the authority to delegate this role.
2. All questions, inquiries and comments received from media (news stations, newspaper publications, etc.) are to be handled by the Mayor and/or Chief Administrative Officer (CAO). All such inquiries are to be directed to the CAO for comment.

Professional Public Conduct

Council members, employees and volunteers should also be aware that many persons present on Town property use mobile phones and other devices to take photographs or recordings. Council members, employees and volunteers should always represent the Town in a positive and professional manner so negative images are not distributed through the media or social media.

Employees who are photographed or recorded acting inappropriately or unprofessionally may be subject to disciplinary action, up to and including termination of employment.

Management of Town Media Channels

The Town of Shelburne is committed to making our social media channels a safe and welcoming environment for everyone.

The comments, opinions and other materials posted on, or references, the Town of Shelburne's social media channels are the sole responsibility of the individual submitting the postings. Staff who manage Town Channels will remove comments that are offensive, rude in tone, or abusive as they are made aware. Comments, discussion posts, wall posts, and any other user-posted content that is deemed inappropriate will be removed by Staff using their discretion in accordance to the following criteria.

The Town of Shelburne reserves the right to monitor and remove, edit or refuse comments that meet any of the following conditions:

- Contrary to the principles of the Canadian Charter of Rights and Freedoms
- Racist, hateful, sexist, homophobic, slanderous, insulting, or life-threatening messages
- Serious, unproven or inaccurate accusations against individuals or organizations
- Aggressive, coarse, violent, obscene, or pornographic comments
- Messages for advertising purposes
- Unintelligible or irrelevant messages

Requests to share information via town media channels will be handled by staff. Requests to share information must be relevant and local. The Town of Shelburne will share third party information from another social media account if deemed in accordance with this policy but will not post it directly in order to avoid confusion over ownership of the post. To request a sharing of a post via the Town's social media channels contact the Town Office.

Approved By Council: December 6th, 2017

Clerk