

**VILLAGE OF PEMBERTON
-COMMITTEE OF THE WHOLE MEETING AGENDA-**

Agenda for the **Committee of the Whole** of Council of the Village of Pemberton to be held **Tuesday, February 17, 2015 at 10:00am** in Council Chambers, 1350 Aster Street. This is meeting No. 125.

"This meeting is being recorded on audio tape for minute-taking purposes as authorized by the Village of Pemberton Audio recording of Meetings Policy dated September 14, 2010."

Time	Item of Business	Page No.
	1. CALL TO ORDER	
	2. APPROVAL OF AGENDA Recommendation: THAT the agenda be approved as presented.	
	3. Social Media Policy Recommendation: THAT the Committee of the Whole review the draft Social Media Policy and provide direction to staff respecting the content of the Policy; AND THAT once the Social Media Policy revisions have been completed, that the Policy be brought forward to Regular Council for adoption.	2
	4. ADJOURNMENT	

Date: February 17, 2015
To: Nikki Gilmore, Chief Administrative Officer
From: Jill Brooksbank, Communications & Grant Coordinator
Subject: Social Media Policy

PREFACE

At the Regular Council Meeting No. 1388, held on February 3, 2015, Council was presented a draft Social Media Policy for adoption. Council raised concern regarding specific parts of the policy and wanted the opportunity to discuss further. Council tabled the discussion and passed the following resolution:

Moved/Seconded

THAT the Social Media Policy be referred to the Committee of the Whole for further discussion.

CARRIED

Please note that there have been no changes to the Social Media Policy as presented at the February 3, 2015 meeting.

PURPOSE

The purpose of this report is to present the draft Social Media Policy for discussion purposes, with the intent of bring back a revised version to a Regular Council meeting for Council's adoption.

BACKGROUND

The intent of the Social Media Policy is to establish appropriate Staff and Council conduct when interacting with the public through the Village of Pemberton's social media accounts and personal accounts.

The Village of Pemberton currently has a two social media accounts; Facebook and Twitter.

The Village of Pemberton Facebook page was created in October of 2012, and to date has been used informally to share general municipal information such as upcoming public outreach meetings, distribute our eNews and Pemberton Page, issue calls for committee members/volunteers, and post reminders (such as tax & utility due dates, and business/pet license reminders).

Since the page's creation in October 2012, we've seen a steady increase of likes and activity on the page. As activity on the page increases, there is an increased need to establish a policy that defines protocol for responding to comments and questions posted on the page, while addressing Council/Staff use of social media.

The Twitter account was created solely for the purposes of reserving the account name, and is currently inactive. At this time, the Village's Twitter will remain inactive, until there is a demand within the community for it.

DISCUSSION & COMMENTS

As per the Village's Strategic Priority Two of Good Governance, the Village is committed to citizen engagement, being an open and accountable government, and fiscal responsibility. As such, the Village communicates with its residents using a variety of approved tools, including social media.

The goals of the Village's use of social media are as follows:

- Increase awareness of municipal services
- Provide a complimentary mechanism to interact with Village constituents online
- Provides a mechanism to correct online misinformation, understand current perceptions of the Village with the intent of building stronger relationships and trust with our residents
- Disseminate time-sensitive information quickly (ie. Emergencies)
- Provides valuable insights and analytics into which postings are trending (most popular), which will inform communications planning (ie. Our recent post regarding Roundabout Safety reached 1800 people, 28 people commented on the post, and was shared 32 times. Typically, our posts usually reach on average 100-150 people, with a few shares).

It should be noted, the use of social media is not meant to replace our traditional means of communications (website, eNews, print, and email), but compliment it.

COMMUNICATIONS

This project/issue/process does not require an external communications element. However, upon approval of the policy, it will be distributed among Staff and Council.

LEGAL CONSIDERATIONS

As per the Freedom of Information and Protection of Privacy Act (FOIPPA), all online information related to Village of Pemberton business, or references to the Village of Pemberton by Staff and Council is subject to FOIPPA legislation.

IMPACT ON BUDGET & STAFFING

Monitoring of social media sites is already a part of the day to day activities of the Communications Coordinator and implementation of this policy will assist with this work going forward. Currently, 2.5 hours per week is allocated to social media monitoring and/or posting. This may increase slightly if we are undertaking a community outreach campaign or during an emergency event.

INTERDEPARTMENTAL IMPACT & APPROVAL

When receiving a comment or inquiry through social media, department managers will be responsible for providing or approving a response either through the same social media outlet, or via email/phone.

ALTERNATIVE OPTIONS

Council may choose to develop a separate policy or guidelines pertaining to Council conduct on Social Media.

POTENTIAL GOVERNANCE CONSIDERATIONS

The establishment of the Social Media Policy falls within Village's Strategic Priority Two of Good Governance: The Village is committed to citizen engagement, being an open and accountable government, and fiscal responsibility.

RECOMMENDATIONS

THAT the Committee of the Whole review the draft Social Media Policy and provide direction to staff respecting the content of the Policy;

AND THAT once the Social Media Policy revisions have been completed, that the Policy be brought forward to Regular Council for adoption.

Attachments:

Appendix.A – Draft Social Media Policy

Appendix B – Select sections of Municipal Social Media Policies that pertain to Council Conduct



Jill Brooksbank
Communications & Grant Coordinator

MANAGER:



Nikki Gilmore
Chief Administrative Officer

CHIEF ADMINISTRATIVE OFFICER REVIEW



Nikki Gilmore, Chief Administrative Officer

POSTING

Tone shall be positive and professional. Postings shall be clear, easy to understand, and direct the public to the Village of Pemberton's website (www.pemberton.ca) for further information.

Content, comments or links containing any of the following will not be allowed on Village Social Media sites:

- contain abusive, obscene, indecent or offensive language
- include defamatory, abusive, harassing or hateful remarks or make unproven or unsupported accusations against individuals or organizations
- constitute spam, promote services or products
- invade anyone's privacy or impersonates anyone
- are far off-topic
- are posted without the necessary rights, licences and consents
- encourage conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial, national or international law or regulation anywhere in the world
- contain long embedded URLs
- contain excessive links or contain code
- identify any publicly-elected representative or candidate regardless of their political affiliation, whether those comments are supportive or critical
- are contrary to the principles of the Canadian Charter of Rights and Freedoms
- Confidential information includes things such as unpublished details about Village software, details of current projects, financial information, research, and trade secrets.

These guidelines will also be posted on all Village of Pemberton social media sites.

RESPONDING TO COMMENTS & INQUIRIES

When an inquiry is posted that is general in nature and deemed useful information to Village of Pemberton residents (for example, Office Hours, where to find Bylaws on website etc.), responses are posted back to the original commenters thread.

Should a resident have a comment/inquiry specific to their property or if it is personal in nature, the response shall request the individual to contact the relevant department with staff contact and phone number.

All initial inquiries shall be responded to within a 48 hour period. If an inquiry is technical in nature, the inquiry shall be forwarded to the Department Manager, and the response will be sent back to the Communications Coordinator for posting to ensure message is appropriate in tone, and is simple, professional and free of grammatical errors.

Should the Village of Pemberton receive a negative post, the Communications Coordinator will determine the appropriate response; if the comment deserves a response or if it should be deleted (refer to Evaluation Decision Tree). If a negative post or comment is found online about the Village, a member of Council or Staff, Staff or Council shall not counter with another negative post. Please consult the Communications Coordinator, Management or Chief Administrative Officer so a proper response can be determined.

Permitted users of social media sites are prohibited from disseminating any private organizational information, or any in-camera items.

In most cases, usual ways of contacting the Village for official correspondence should be encouraged (email, fax, phone).

Should the Communications Coordinator not be able to monitor or respond to Social Media, a designate will be assigned by the Chief Administrative Officer.

STAFF REQUIREMENTS

The Communications Coordinator shall monitor Social Media Sites 1-2 times a day, requiring roughly 30 minutes a day. In Emergency situations, frequent monitoring and responding will be required and will vary depending on type of incident and response required.

PERSONAL USE OF SOCIAL MEDIA

Staff or Council may not use a Village of Pemberton email to set up a personal social media account. In their capacity as private citizens, Village Staff and Councillors have the same rights of free speech as other citizens; however, they may not represent the Village of Pemberton in their own personal social media activity and all information that runs through the Village of Pemberton email/website/internet systems is subject to Freedom of Information and Protection of Privacy legislation (FIOPPA). In addition, Staff and Council should be aware of what they say about the Village during personal social media use.

Village of Pemberton Staff and Council are expected to conduct themselves professionally both on and off duty. Where the Mayor, Councillors or a staff member publicly identifies him/herself as having a legal and/or employment relationship with the Village, all materials associated with their page may reflect on the Village of Pemberton and may be subject to FOIPPA. Please be advised that inappropriate comments, photographs, links etc. related to the Village could result in disciplinary action or termination.

Village of Pemberton Staff shall not criticize the Village as their employer, Council, or other co-workers in public and in social media. Staff who have complaints or concerns are encouraged to use internal Village process to address these issues.

During election periods, staff should refrain from following/liking political candidates, as there could be a perception of implied endorsement of the candidate.

VILLAGE OF PEMBERTON AS A 'FOLLOWER'

The Village of Pemberton should be cautious in choosing who to follow via social media. The following pages should not be followed/liked:

- Political candidates/electioneering
- Sites with inappropriate sexual content
- Sites which promote discrimination
- Sites promoting criminal or malicious intent

These concerns should be carefully considered before “following” on Village of Pemberton social media:

- Potential legal liability
- Implied endorsement of content from the followed accounts
- Perceived optics of having the government “watching” private citizen’s updates
- Impartiality

The Village of Pemberton prohibits the use of Village owned computer resources for social media, unless directed by Management. Using social media during work hours is prohibited unless otherwise directed by Management.

SETTING UP NEW SOCIAL MEDIA ACCOUNTS

In consultation with the Chief Administrative Officer, the Communications Coordinator will determine which Social Media sites will be utilized for disseminating Village of Pemberton messaging. Only the Chief Administrative Officer or the Communications Coordinator may set up new social media accounts.

All social networking sites shall follow branding standards (use of Village colours and logos - see Communications Coordinator for assistance), clearly indicate they are maintained by the Village of Pemberton and shall have Village contact information prominently displayed. Each site shall include an introductory statement which clearly specifies the purpose and topical scope of the blog and/or social network site, and a Terms of Use.

Social media identities, logon ID's and user names may not use Village of Pemberton's name without prior approval from the Chief Administrative Officer.

REFERRAL TO WWW.PEMBERTON.CA

To ensure consistent and accurate messaging on all municipal matters including information sharing and queries, Staff and Council shall refer to www.pemberton.ca. All official information related to the

Village of Pemberton is distributed through the following authorized social media tools, the Village of Pemberton website and eNews and not through third party social media outlets and websites.

COPYRIGHT LAWS

It is critical to show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including Village of Pemberton own copyrights and brands. Staff and Council shall not quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

RECORDS

All Village of Pemberton social networking sites shall adhere to applicable provincial, federal and local laws, regulations and policies including all Information Technology, Records Management policies and other applicable Village policies.

The Freedom of Information & Protection of Privacy Act applies to social media content and therefore content must be able to be managed, stored and retrieved to comply with the act.

Appendix B

Select sections of Municipal Social Media Policies that pertain to Council Conduct

City of New Westminster

1. Purpose

The purpose of this policy is to provide a framework for public communication using electronic social media tools. This policy provides appropriate and reasonable guidelines, direction and awareness for social media usage at the City of New Westminster and sets forth the City's expectations and requirements concerning such participation.

This policy is intended to:

- Ensure effective online communication while adhering to legal requirements, particularly Freedom of Information and Protection of Privacy Legislation.
- Ensure that you understand your responsibilities to the City and your co-workers.
- Protect the privacy, confidentiality, interest and reputation of employees and the City.
- Ensure a respectful workplace free from harassment and discrimination.
- Establish a standard for professional and respectful online communication.
- Protect the City's confidential business information.

3. Scope

This Policy applies to all persons associated with and employed by the City of New Westminster, elected officials and Boards, and to all aspects of the employment relationship (Regular Full-Time, Regular Part-Time, Temporary, Auxiliary, Seasonal, Volunteer, Contractor, etc).

This Policy applies to all social media using any type of Internet-enabled device, whether work issued or personal.

Social Media User Responsibilities

- You are expected to use common sense, caution and good judgment when participating in social media and conduct ourselves in a way which reflects positively on the City.
- Social media usage, even when anonymous or conducted under a pseudonym, must be in compliance with the BC Human Rights Code, BC Criminal Code, BC Freedom of Information and Protection of Privacy legislation, copyright and patent laws as well as must be in accordance with the City's Code of Conduct Policy, Conflict of Interest Policy, Respectful Workplace and Human Rights Policy and Email/Internet Policy.
- When making work-related postings as a representative of the City, you must not post anonymously or use a pseudonym; you should use your work email address, identify yourself by name and your role at the City.
- When commenting online about work-related issues in a personal capacity, you should use a private email address, identify yourself by name, your role at the City and make every effort to make it clear that you are speaking for yourself, not as a representative of the City.
- You are personally responsible for the content of anything you send, receive, download or post on social media sites.

- You should be aware that communication made through social media is public, even if posted anonymously, or to a limited group of individuals, and can exist online in perpetuity or in individual computers even if the original posting is removed.
- You should ensure that any comment on City matters is appropriate to your position and does not conflict with your role at the City.
- You should not disclose any City information or content that you are not specifically authorized to disclose.
- You should not use the City's logo or trademarks when using social media unless specifically authorized.
- You should be aware that your connection to the City may be indirect or even implicit based upon the use of your name and your association with the City.
- Your participation in social media should in no way harm the City's reputation or the reputation of any persons associated with and employed by the City of New Westminster, elected officials and/or Boards.
- You will be held accountable for off-duty conduct on social media sites if it negatively impacts the City.

Duty of Fidelity

- You must not breach your duty of fidelity (loyalty) to the City.
- The duty of fidelity states that you are under a duty to serve the City with good faith, loyalty and fidelity and not deliberately do something which may harm the City.
- You will have breached your duty of fidelity if you engage or even threaten to engage in conduct which is detrimental to the City's legitimate business interests or reputation, regardless whether the City is named directly or identifiable in any other manner.

Respectful Communications

- You have the right to a respectful and harassment free workplace. If you encounter harassment on a social media site from the general public or a City employee, you should report this to your supervisor immediately for appropriate action under the City's Respectful Workplace and Human Rights Policy and/or Criminal Law.
- The City's Respectful Workplace and Human Rights Policy prohibits unlawful harassment and discrimination and applies to all social media communications whether such communications are posted during work hours, personal time at work, or at home where you are identified as a City employee.
- Social media sites are not appropriate forums to engage in differences of opinion with respect to work-related issues, engage in criticism of management or co-workers (constructive or not), or address concerns regarding the performance or competence of employees.
- You are prohibited from posting threatening comments and from the harassment and bullying of co-workers, customers and others when using social media.
- You are prohibited from posting insubordinate, derogatory, defamatory, discriminatory, or otherwise offensive comments in social media sites about the City and any persons

associated with and employed by the City of New Westminster, elected officials and/or Boards, even if such persons are not directly identified.

- Comments that would otherwise be inappropriate because they are considered insubordinate, constitute harassment, result in a poisoned work place, or have potentially negative consequences for the City should not be posted on social media sites.
- You must respect your audience and should not use ethnic slurs, personal insults, obscenity, or engage in any objectionable or inflammatory conduct that would not be acceptable in the workplace.

Confidential Business Information

- You must not breach your duty of confidentiality to the City.
- Social media discussions, comments and posts, including textual or visual material (both during work time and personal time) should not disclose confidential business information belonging to the City and any persons associated with and employed by the City of New Westminster, elected officials and/or Boards.
- Confidential information includes any non-public financial or operational information, and anything else that is of value to the City that is not already public.
- You must not use City identifiers, such as logos or trademarks without the express consent of the City.

Consequences of Non-Compliance

- Any breach or violation of this policy or the components contained herein, or any breach of law, will be treated as misconduct regardless if it occurred during work hours or otherwise and whether committed on City equipment or communication systems or otherwise.
- Any person suspected of breaching this Policy shall be required to cooperate with any investigation.
- Misconduct will be reviewed and investigated without any further notice and may result in disciplinary action being taken up to and including dismissal from employment, legal action, and/or seeking restitution.
- The City reserves the right to require the removal of certain posts or content which is deemed by the City to constitute a breach of this Policy or if it is necessary to ensure compliance with applicable laws.
- Failure to comply with any such request may result in further disciplinary action being taken.

8. Responsibilities

- Overall management of this Policy is the responsibility of the Director of Human Resources.
- This Policy will be reviewed periodically by the Director of Human Resource and will be amended or updated to ensure that it is current and relevant.

City of Kelowna

Official City social media should not be used to promote opinions or political campaigns. As such, members of Council should participate in social media of their own accord. Council is accountable to the public and should abide by their legal responsibilities, avoiding conflict of interest and respecting confidentiality, as laid out in the Community Charter. Members of Council and elections candidates are free to follow the City, abiding by the City's posting guidelines. Retweets (RT) and referrals to City channels are appreciated.

City of Strathroy-Caradoc

Online Social Media Contributors

Just as with traditional media, we have an opportunity – and a responsibility – to effectively manage the Corporation's reputation online and to selectively engage and participate in the hundreds of online conversations that mention us every day.

It is important to emphasize the difference in speaking "on behalf of the Municipality" and speaking "about" the Municipality. The individual(s) speaking "on behalf" are ultimately responsible for online social media content and policy enforcement on approved social media channels as outlined below:

"On Behalf of the Municipality"

- All corporate communications (e.g. ,press releases, front page news approvals, etc., for website and social media sites);
- Specific projects (e.g., snow removal, waste, public works) – individual representatives from departments across the corporation must work with the designated social media contributor.

The following principles guide how our online social media contributors must represent the Municipality in an online, official capacity when they are speaking "on behalf" of the Municipality:

- Be recognized as an official social media contributor: All employees who wish to officially represent the Municipality must be recognized by senior management prior to beginning or continuing these activities.
- Follow our corporation's policies: As a representative of Municipality, you must act with honesty and integrity in all matters. This commitment is true for all forms of social media.
- Be mindful that you are representing the Corporation. As a Municipality of Strathroy-Caradoc representative, it is important that your posts convey the same positive, informative spirit and tone that the Municipality instills in all of its communications. Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on the Corporation.
- Fully disclose your affiliation with the Municipality: All employees who are communicating on behalf of the Municipality should always disclose their name and their affiliation. It is never

acceptable to use aliases or otherwise deceive people. Your relationship with the Municipality of Strathroy-Caradoc must be stated from the outset.

- **Keep records:** It is critical that we keep records of our interactions in the online social media space and monitor the activities of those with whom we engage. Because online conversations are often fleeting and immediate, it is important for you to keep track of them when you're officially representing the Municipality. Remember that online statements can be held to the same legal standards as traditional media communications. Keep records of any online dialogue pertaining to the Municipality.
- **When in doubt, do not post:** Employees are personally responsible for their words and actions, wherever they are. As an online contributor, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information about the Corporation. Exercise sound judgment and common sense, and if there is any doubt, **DO NOT POST IT**. In any circumstance in which you are uncertain about how to respond to a post, discuss with senior management.
- **Give credit where credit is due and don't violate others' rights:** **DO NOT** claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilizing their content. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rights-holder.
- **Remember that even the smallest posts can have large ramifications:** The way that you answer an online question might be accurate but can be misinterpreted or misconstrued. Keep that "comprehensive view" in mind when you are participating in online conversations.
- **Know that the Internet is permanent:** Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character-restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.

"About the Municipality"

The following principles guide how our employees (**including the Mayor and Council**) must represent the Municipality in an online, official capacity when they are speaking "about" of the Municipality of Strathroy-Caradoc:

- **Follow our corporation's policies:** As an employee and a representative of the Municipality, you must act with honesty and integrity in all matters. This commitment is true for all forms of social media. These principles are to guide your actions at work and are also applicable to your personal activities online.
- **You are responsible for your actions:** Anything you post that can potentially tarnish the Municipality's image will ultimately be your responsibility. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising sound judgment and common sense.

- **Be a “scout” for compliments and criticism:** Even if you are not an official online spokesperson for the Municipality, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about the Municipality or its brands online that you believe are important, consider sharing them by forwarding them to our official online social media contributors.
- **Let the subject matter experts respond to negative posts.** You may come across negative or disparaging posts about the Municipality or its activities, or see third parties trying to spark negative conversations. Unless you are an official online social media contributor, avoid the temptation to react yourself. Pass the post(s) along to our official online contributors who are trained to address such comments
- Be conscious when mixing your work and personal lives. Online, your personal and business personas are likely to intersect. The Corporation respects the free speech rights of all of its employees, but you must remember that citizens, colleagues, and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and be aware that information originally intended just for friends and family can be forwarded on. **Remember: NEVER to disclose non-public information about the Corporation (including confidential information), and be aware that taking public positions online that are counter to the Corporation or political interests might cause conflict.**
- For Individuals who hold elected positions or who work in politically sensitive areas, a policy of this nature does not by itself exempt them from special responsibility when posting online. By virtue of their position, these individuals should consider whether personal thoughts they publish may be misunderstood as expressing the positions or opinions of the Municipality of Strathroy-Caradoc, and/or its staff. For individuals in positions like this, caution is advisable, and it is best to check with the Municipality’s communications specialist when in doubt.

Morinville, AB

1.0 Policy Purpose - To provide Council members with social media principles and guidelines that empowers them to effectively participate in social media communications.

5.0 Responsibilities

5.1 Council Code of Conduct and Corporate Values

Members of Council should at all times measure their actions against Morinville Council Code of Conduct and Corporate Values.

5.1.1 If there is the potential of a post to pose a risk or compromise your professional integrity or that of Morinville’s, check with other members of Council and/or CAD. Information that is published online becomes part of a permanent record; there is no taking it back. Although a posting becomes a permanent record, any requests will not be deemed as official correspondence.

5.1.2 Social Media Users should be encouraged to contact the Town of Morinville directly by email or in writing if they have a formal customer service request, comment, complaint or inquiry as related to the operations and business of the Town.

5.1.3 Include a disclaimer to ensure you are speaking from your perspective only. An example of a disclaimer — “This is my personal opinion only and does not necessarily reflect the will of Council as a whole.”

5.2 Permissions & Credit When you re-post something written by someone else, first ensure you have the proper permissions to do so. Clearly state the material has been authored by someone else. Do not use copyrights, trademarks, publicity rights, or other rights without the necessary permissions.

5.3 Maintain Confidentiality & Privacy Do not post information discussed during closed or in-camera sessions of Council. Also do not post private or confidential information about members of Council or Morinville employees. Do not discuss situations involving named or pictured individuals without their permission. Do not post anything that you would not present in a public forum.

5.3.1 Ensure you are not the first to make an announcement unless you have received appropriate internal clearances and approvals from Mayor and/or CAD.

5.4 Ensure Accuracy Members of Council have an obligation to ensure their posts are accurate and not misleading.

5.4.1 Resist the urge to post everything. Refrain from cutting and pasting emails from staff or others into posts without clear context and permissions. These are written for a specific audience for a specific purpose.

5.4.1 Social media users should be directed whenever possible to the Town’s website as a source of information, forms, documents or online services necessary to conduct business with the Town of Morinville.

5.5 Self-Monitoring for Personal Sites

5.5.1 Site maintenance is recommended to ensure content remains current and accurate. Static sites quickly fall into disuse and pose a risk with outdated information.

5.5.2 Post “Terms of Use” on your personal site that reflect how you as a member of Council will deal with abusive, hateful, defamatory, anonymous, profane or otherwise inappropriate comments or content, including information that may jeopardize the privacy of others or harm or jeopardize the reputation of Morinville, it’s Council or Administration.

5.6 No member of Council will create, operate or manage any website or social media site on behalf of the Town without prior written authorization by the CAO.

5.6.1 Each site that is created or operated on behalf of the Town shall clearly identify that the site is operated on behalf of the Town as well as identify the responsible employee for site management.