



STANDARD POLICY

S.P. NO: CrS-C38

PAGE NO. 1 of 5

DATE: Dec. 11/12

SUBJECT:

SOCIAL MEDIA USAGE POLICY – OWEN SOUND ANIMAL SHELTER

DEPARTMENT:

**Clerk's
DIVISION:**

COUNCIL AUTHORITY OR STAFF APPROVED:

Approved by the City Manager – December 11, 2012

NEW: X

REVISED:

DATE:

Policy Statement:

- 1) The Owen Sound Animal Shelter (OSAS) engages with the community using Social Media as tools for two-way communication with the following objectives:
 - a) To support fundraising and animal adoption initiatives;
 - b) To facilitate discussion of matters related to OSAS; and
 - c) To provide information and updates regarding animals in the care of OSAS and OSAS events and procedures.

Purpose:

- 2) The purpose of this policy is to establish protocols for professional, responsible and coordinated communications through Social Media used by OSAS.

Social Media Site Requirements:

- 3) All Social Media sites and platforms used by OSAS:
 - a) must not allow people to post Content or a Response anonymously, and
 - b) must be approved by the City.

Content:

- 4) All Content will be confined to information about:
 - a) fundraising and animal adoption initiatives;
 - b) discussion of matters related to OSAS; and
 - c) information and updates regarding animals in the care of OSAS and OSAS events and procedures.
- 5) For clarity, Content about OSAS Staff, the City or any third party persons or organizations, regardless of whether they are expressly identifiable, is not permitted unless it is explicitly authorized by the City or the applicable third party.

Obligations of OSAS:

- 6) For any Social Media used by OSAS, OSAS must:
 - a) designate a Social Media Moderator who shall follow guidelines outlined in "Schedule A" of this policy, and
 - b) assume all responsibilities and liabilities with the Social Media.



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7) Using social media must not restrict the public from conventional means of communicating with OSAS.

City Authority:

- 8) Where the City deems that there has been a violation of this policy or applicable law, the City reserves the right to direct OSAS to:
- a) restrict or remove any Content from the Platform,
 - b) relieve any Moderator of their responsibilities and access rights, and
 - c) prohibit the use of any or all Social Media by OSAS.

GENERAL

Definitions:

- 9) For the purposes of this policy:
- a) "City" means the Corporation of the City of Owen Sound;
 - b) "Content" means any initial thread, page or posting of new information by OSAS Staff on Social Media;
 - c) "Moderator" means any person authorized to post, monitor and remove Content or Responses on a Social Media platform;
 - d) "OSAS" means the Owen Sound Animal Shelter;
 - e) "OSAS Staff" means and includes volunteers, employees and any other personnel working for or on behalf of OSAS;
 - f) "Response" means a reply, question or comment made by OSAS Staff or the public responding to subject matter previously posted on Social Media; and
 - g) "Social Media" means any social media platform or website where users may post Content and the public may post a Response;

Scope:

- 10) This policy applies to the use of all Social Media by OSAS. The policy does not apply to Social Media used by the City or used by City staff on behalf of the City.

Application to Law:

- 11) All references to applicable law are ambulatory and apply as amended from time to time.



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12) In the event the provisions of this policy are inconsistent with the provisions of any Act or regulation, the provisions of the Act or regulation shall prevail.



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SCHEDULE 'A' – OSAS SOCIAL MEDIA MODERATOR

Moderator:

- 1) An OSAS Social Media Moderator shall have the following authority and responsibilities:
 - a) Review and authorize all Content and all Responses submitted by OSAS staff before they are posted on Social Media,
 - b) Monitor all public Responses posted on Social Media and remove any Responses which are in violation of this policy,
 - c) Restrict a person who has violated this policy from posting responses,
 - d) Control access to secured areas of OSAS Social Media sites and platforms;
 - e) Limit access to secured areas of OSAS Social Media where persons no longer have access rights; and
 - f) Ensure all users adhere to the policies and guidelines of each Social Media site and platform.

Use of Social Media Sites and Platforms:

- 2) The Moderator shall ensure that the use of Social Media by OSAS is consistent with the following:
 - a) *Human Rights Code, RSO 1990, c H.19;*
 - b) *Copyright Act R.S.C 1985, c C-42;*
 - c) *Municipal Freedom of Information and Protection of Privacy Act, RSO 1990, c M.56;*
 - d) All applicable City policies;
 - e) Any other applicable Act or regulation.

Disclaimers:

- 3) The Moderator shall ensure that all Social Media used by OSAS clearly indicates the following information:
 - a) Standards for subject matter which is unacceptable and may be removed without notice;
 - b) That the Social Media is being used by OSAS and monitored by a Moderator;
 - c) Contact information for OSAS and the site's Moderator;
 - d) That Content and Responses written by OSAS Staff do not necessarily reflect the views of the City; and



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- e) That Content, Responses and personal information provided by the poster may be subject to public disclosure.

Content Standards:

- 4) The Moderator shall remove subject matter which is considered unacceptable and subject to removal without notice as described below:
 - a) Responses that are not topically related to the particular site or blog article being commented upon;
 - b) Subject matter which promotes, fosters, or perpetuates discrimination on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed (religion), sex, sexual orientation, disability, age, marital status, family status, or status with regard to public assistance;
 - c) Subject matter of a sexual nature or links to sexual subject matter;
 - d) Solicitations of commerce, or commercial promotions not related to OSAS fundraising initiatives;
 - e) Conduct or encouragement of illegal activities;
 - f) Subject matter that may compromise the safety or security of the public or public systems or information that is confidential or proprietary to the City;
 - g) Slanderous, defamatory or malicious remarks, obscene language, personal attacks, insults or threatening language;
 - h) Criticism of City staff or operations, OSAS Staff, operations or third party individuals or organizations;
 - i) Opinions on political candidates;
 - j) Subject matter that violates a legal ownership interest of any other party.