
CP.2.1.3

Section: Communications

Subsection: General (Media and Public Relations)

Subject: Corporate Social Media Use Policy

Approval Authority: CAO

Effective Date: May 14, 2025

1. Policy Statement

The Town of Innisfil ("Town") is committed to supporting direct communication and information-sharing with community members. This policy provides the framework for leveraging social media as a strategic tool to enhance civic engagement, improve access to information, and support transparent and effective communication.

2. Purpose

This policy outlines guidelines for the establishment and administration of Town social media accounts. The policy details what type of content is acceptable to post on Town social media accounts as well as response protocols.

3. Definitions

Social Media – Digital platforms and applications that facilitate the creation, sharing, and exchange of information, ideas, and content (such as text, images, videos, and audio) among users. These platforms allow individuals and organizations to interact and communicate in real-time, enabling public or private conversations.

Social Media Moderators – Town staff and representatives tasked with posting and reviewing content on Town social media accounts.

4. Responsibility

The Communications & Community Engagement (CCE) service area is primarily responsible for maintaining and monitoring the Town's corporate social media accounts.

The CAO, or designate, is responsible for approving or deactivating Town social media accounts. CCE is responsible for appointing and training Social Media Moderators.

Social Media Moderators are accountable for undertaking their activities in line with the Town's 'Social Media Content Standards', 'Response Guidelines', and Town policies. Social Media Moderators must ensure the accuracy and integrity of the information posted and must not use the Town's social media platforms to express their personal views.

This policy applies to Town of Innisfil employees or representatives responsible for making public statements on behalf of the Town and/or Council on social media.

5. Administration

5.1 Creating or Deactivating a Town Social Media Account

All Town accounts are subject to approval by the CAO, in consultation with the Manager of Communications & Community Engagement (CCE) or their designate. The CCE service area must manage login and password information in accordance with the Town's Information Technology Policy.

Deactivation of a Town social media account is at the discretion of the CAO with guidance received from the Manager of CCE. Reasons for deactivation of a social media account may include, but are not limited to low performing metrics, political conflicts, or cost saving measures.

5.2 Town Social Media Content Standards

The Town invites all community members to share and discuss their opinions provided that those discussions remain respectful. The following content or comments posted on Town-owned or managed social media channels will not be permitted:

- Comments unrelated to Town services, programs, or projects or the subject of the post the comment was made on
- Profane language
- Content considered to be defamatory, disrespectful, or abusive
- Content that promotes or perpetuates any form of discrimination or harassment
- Content that could compromise public safety, security, or Town operations including comments that contain disinformation
- Sexual content or links to such content
- Conduct or encouragement of illegal activity
- Spam
- Business solicitation
- Any content deemed inappropriate by the Town of Innisfil

Social Media Moderators will hide or remove posts/comments that do not comply with the social media policy and may block/ban users for repeated violations. A link to the Town's social media guidelines will be posted on all Town Social Media accounts.

5.3 Response Guidelines on Town Social Media

Social Media Moderators will respond to comments and inbox messages on the Town's social media accounts in a timely manner when there is:

- A sincere question about Town programs, services, or initiatives
- An opportunity to correct misinformation or strengthen relationships with community members
- A legitimate complaint or customer service issue

Town social media accounts will be monitored during regular business hours and special events, however, it is noted on the accounts that they are not monitored at all times.

5.4 Elections and Political Material

The Town's social media accounts are not to be used as a platform for political campaigning at any time.

6. Exceptions

This policy does not cover Town employees or Members of Council use of personal social media for personal reasons.

7. References

Code of Conduct and Conflict of Interest Policy
Information Technology Policy
Frivolous, Vexatious and Unreasonable Complaint Policy
Respectful Workplace Policy

8. Revision History

Revision No.	Date	Summary of Changes	Approval Authority
V1	2015.03.18	Adoption	CR-051-05.15
V2	2025.05.14	Updated responsibilities to better reflect current operations. Removal of outdated definitions.	