

# SUMMER VILLAGE OF MEWATHA BEACH

## POLICY # 001-2024

### BEING A SOCIAL MEDIA POLICY FOR THE SUMMER VILLAGE OF MEWATHA BEACH

#### PURPOSE:

The purpose of this policy is to establish the principles expected of Councillors and Administration when utilizing social media on behalf of the Summer Village of Mewatha Beach.

#### POLICY STATEMENTS:

1. The Summer Village of Mewatha Beach website will remain the primary web presence as the Summer Village of Mewatha Beach does not maintain its own social media presence.
2. If necessary, the Summer Village of Mewatha Beach usage of community social media page(s) will be managed by administration. In the absence of administration, the mayor will post if required.
3. Administration will post information to ensure that messages are simple and engaging, where appropriate, link the reader to the Summer Village's website for more information.
4. Administration and Council Members must not represent the Summer Village of Mewatha Beach on Social Media accounts nor provide comment on the Summer Village's operations through any Social Media Platform. All social media inquiries pertaining to the Summer Village must be directed to administration.
5. In their capacity as private citizens, Summer Village Council Members have the same rights of free speech as other citizens, however the Summer Village expects that they will not represent the Summer Village on their own social media accounts or comment about the Summer Village's operations.
6. In the event of an emergency, social media is an asset and is a valuable tool. Only accurate, coherent information needs to be sent out as quickly as possible will include:
  - When an event is occurring/unfolding and the public's safety is at risk or deemed to be at risk, only facts that can be substantiated will be shared.
  - Updates will be provided as often as possible.