

Corporate Policies and Procedures			
DEPARTMENT: INFORMATION TECHNOLOGY			POLICY #: IT-09
POLICY: Business Use of Social Networking			
DATE: June 2010	REV. DATE: April 2012	COVERAGE: All Employees	PAGE #: 1 of 2

POLICY STATEMENT:

This policy is designed to provide guidelines to employees of what is acceptable and not acceptable in terms of publishing content on any County of Renfrew affiliated Social Networking site. Content **must** be **pre-approved** by the appropriate Department Head and/or their designate before being posted live on any social networking site.

Procedure:

1. Only staff with **pre-approval** from their Department Head will be granted access to Social Network sites for County of Renfrew business purposes.
2. Employees **must** not post information on any sites managed, sponsored or affiliated with the County of Renfrew unless they have the express authorization of the Department Head to do so. This would include any webpage's, blogs or social networking accounts that the County of Renfrew may use from time to time for social networking with members of the public.
3. Employees **must** think about what they have written before the content is posted. Remember, while your comments will be posted in only seconds, they will remain available to the public for a lifetime.
4. Employees **must** not have a false sense of privacy. Remember, there is no such thing as private on-line activities. Any and all postings can be copied and forwarded. Archival systems can save information even if a posting has been deleted. Employees ~~should~~ **must** assume that all their on-line activities are publicly available to anyone and everyone.
5. Employees **must** not forget that they are responsible for their behaviour. Prior to posting any content consider whether your actions may be in violation of copyright or other laws, or whether the content could be considered defamatory, profane, libelous, harassing or abusive **or harmful to the County of Renfrew's reputation or disparaging towards the County of Renfrew, its processes, staff or clients or in breach of the County of Renfrew's Policy (i.e. Confidentiality).**
6. Do use common sense in all of your on-line activities.
7. Employees **must** ensure that their online activities are consistent with their job duties, their obligations to the County of Renfrew or their commitments to serving the public in the County of Renfrew.

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8. If in doubt, employees **must** ask their Department Head before they post. Speak with your Department Head to ensure that the proposed content of an online posting will not run afoul of the County of Renfrew's policies or procedures or these guidelines prior to posting.

9. Ensure that you have obtained permission before posting any photos or videos of County of Renfrew staff, elected officials, **clients (i.e. residents of Bonnechere Manor and Miramichi Lodge, Ontario Works recipients, Child Care clientele, etc.)** or members of the public on any County of Renfrew social networking sites.

- 10. Should the County of Renfrew discover or receive a complaint regarding the posting of objectionable content on the County of Renfrew's social networking sites, an investigation will be conducted. If the material is deemed objectionable after the investigation has been completed, it will be removed from the social networking site.**

- 11. Violation of this policy may result in disciplinary action up to and including dismissal from employment.**