

POLICY NAME: Social Media Policy	
APPROVING AUTHORITY:	☐ Legislative (Council approved) ☒ Administrative (CAO approved)
ISSUED BY:	DATE APPROVED: 24-AUG-2026
Christina Moore, Director of	NEXT REVIEW DATE: 24-AUG-2027
Communications	DATE LAST AMENDED: 23-JUL-2012

PURPOSE

The purpose of the Social Media Policy ('Policy') is to:

- Establish protocols for District of Squamish ('District') use of social media,
- Determine how the District interacts with the community on social media platforms,
- Set expectations for community interaction with District social media accounts, and
- Guide employees on personal use of social media when District interests and/or reputation may be impacted.

SCOPE:

This Policy applies to all District employees and all members of the community interacting with/posting content on District social media accounts.

DEFINITIONS

Social media means websites and applications that enable users to create and share content or to participate in social networking. Social media includes, but is not limited to, Facebook, Instagram, LinkedIn, X, YouTube, Tik Tok and District social media platforms.

District social media means social media accounts that are managed and maintained by the District of Squamish including Facebook, Instagram, LinkedIn, X and Let's Talk Squamish.

User means an individual who creates an account to use a social media platform. This person can post content, send messages, and view updates from other accounts.

User content means any form of media, including text, videos or photos posted to a social media account.

POLICY

1. District Use of Social Media

- 1.1 The District uses District social media accounts to provide information, highlight the work being done by the District and direct users to content posted on the District website. District social media is also used to provide emergent and time-sensitive information.
- 1.2 District social media accounts are not formalized mechanisms for public input or feedback on initiatives.
- 1.3 The District may use District social media to promote opportunities to provide feedback.
- 1.4 Questions or feedback to Council should be provided by emailing council@squamish.ca.
- 1.5 Questions or feedback on District projects should be made via the District's Let's Talk Squamish webpage (letstalksquamish.ca).
- 1.6 Reports of issues with water, sewer, roads, parks, snow clearing, litter or graffiti should be made to the Public Works department via the contact information on the District's Contact, Feedback and Hours webpage (squamish.ca/about/contact-and-feedback).
- 1.7 The District may read and respond to comments on District social media when appropriate, and the Communications Department may use and share comments with relevant Staff members for the purpose of responding to questions.

2. Monitoring and Management of District Social Media Accounts

- 2.1 District social media accounts are managed by the District's Communications Department.
- 2.2 District social media accounts follow brand standards, guidelines and best practices.
- 2.3 Comments on District social media accounts are regularly monitored on weekdays during business hours.
- 2.4 The District's social media accounts do not replace customer services channels.

3. Community Use of District Social Media Accounts

3.1 The District is committed to establishing and maintaining a respectful workplace and adhering to the requirements of its Respectful Workplace Policy. Staff, elected officials, volunteers, contractors, and business partners have a right to a workplace where they are treated fairly and with dignity, respect, and honesty. Behaviours not in alignment with the District's Respectful Workplace Policy will not be tolerated.

3.2 The District welcomes:

- Questions pertaining to the topic,
- Requests for clarification if anything in the content is unclear,
- Engagement with other commenters in a respectful manner, and
- Sharing of District social media content.

3.3 The District will not tolerate:

- Harassment of District Staff, Council, or other members of the community. This includes all forms of bullying, name-calling, intimidation, retaliation, sexual harassment, coercion, or humiliation,
- Intentionally trying to instigate conflict, hostility, or arguments in an online social community,
- Language that is vulgar, aggressive, coarse, violent, obscene, pornographic, or culturally insensitive,
- Discrimination against any other member of the community for any reason such as racist, hateful, sexist, homophobic, slanderous, or insulting messages,
- Perpetuating misinformation including attempts to discredit others by spreading false information,
- Unproven or inaccurate accusations against individuals or organizations,
- Spam in comments sections,
- Comments or questions that are irrelevant to the post,
- Leaving comments for the purpose of commercial advertising or self-promotion,
- Rude or abusive comments directed at an individual or an organization,
- Encouragement of illegal activity,
- Messages causing significant emotional distress to any other person, or
- Humour that is degrading, offensive, demeaning, embarrassing, or insulting (e.g., gifs, memes).

3.4 User content that violates this Policy will be subject to removal at the sole discretion of the District.

3.5 User content that is unintelligible or irrelevant will be removed. Users who have their content removed will be notified of the removal and advised of the reason their content was removed.

3.6 A user may be blocked from District social media platforms after three repeat violations. In instances of blatant offenses, the District reserves the right to block users without warning.

4. Employee Use of Social Media

4.1 District employees are to use personal social media responsibly in and outside of the workplace.

4.2 Section 3 of this Policy outlines the requirements for social media use for all users, including District employees, of District social media accounts.

4.3 Employees are expected to comply with this Policy, the District Employee Code of Ethics Policy and the District Respectful Workplace Policy.

4.4 Employees who violate this Policy may be subject to disciplinary action up to and including termination.

4.5 Employees are not permitted to:

- Share confidential or internal District information including but not limited to:
 - In-camera items, and
 - Information or records protected under the Freedom of Information and Protection of Privacy Act (FOIPPA) including personal and sensitive information, labour relations issues, and decisions and related information or records discussed internally.
- Act as an official spokesperson for the District.
- Use the District logo in personal profiles or posts.

4.6 Employees who discuss District matters online must disclose that the views expressed are theirs alone. This disclaimer does not relieve employees from their obligations under the District's Employee Code of Conduct or the District's Social Media Policy.

5. Social Media Records

- 5.1 District social media content adheres to all provincial, federal and local laws and other public regulations. Content also adheres to Information Technology and Records Management policies and other applicable District policies.
- 5.2 The Freedom of Information and Protection of Privacy Act (FOIPPA) applies to District managed social media content and may apply to employees personal or official accounts if accounts are used to communicate District business decisions or discuss District operations. Personal information is collected, used and disclosed by the District in compliance with FOIPPA.
- 5.3 Official records created by social media content that are related to District business decisions or discuss District operations must be retained and disposed of according to the District of Squamish Records Retention and Disposal Bylaw No. 2622, 2019 and the District of Squamish Records Classification and Retention Schedule.

REFERENCES

1. Freedom of Information and Protection of Privacy Act, RSBC 1996, Chapter 165
2. Acceptable Use of Information Technology Policy
3. Official Records and Transitory Records Guideline
4. District of Squamish Records Retention and Disposal Bylaw No. 2622, 2019
5. District of Squamish Records Classification and Retention Schedule.
6. District Respectful Workplace Policy
7. District Employee Code of Conduct

ATTACHMENTS

DISTRIBUTION Online Policy Library

RECORD OF AMENDMENTS	DATE AMENDED	SUMMARY OF AMENDMENT(S)
