



Approval Date: May 9, 2022	Policy Number: P-12-50-B
Motion: MOTION-22-05-158	
Supersedes: P-12-50-A Social Media Participant Use	
Title: Social Media Participant Use Policy	

Purpose

This policy defines the terms of use for those engaging with the Town of Peace River on official social media channels.

Related Documents

- *Freedom of Information and Protection of Privacy Act (FOIP);*

Definitions

“CAO” means the Chief Administrative Officer of the Town of Peace River.

“Council” means the duly elected Mayor and Councillors of the Town of Peace River.

“M.G.A.” means the *Municipal Government Act*, Revised Statutes of Alberta 2000, Chapter M-26, and amendments thereto.

“Social media” means any self-publishing digital platform, such as but not limited to Facebook, Twitter, Instagram, blogs, YouTube, or Tik Tok.

“Town” means the corporation of the Town of Peace River.

“User” means anyone who accesses Town-owned digital properties and social media pages.

Policy

This policy applies to anyone who posts, comments or messages the Town of Peace River through official social media channels.

1. Public Terms of Use

- 1.1. The following Terms of Use outline the boundaries of what will be acceptable for any user while interacting on official Town of Peace River Social media channels. These terms will be posted on the Town website, serving as a public notice.
- 1.2. The Town reserves the right to delete posts that contain any of the following:
 - Violent, obscene, profane, hateful, or racist posts, links, or images,
 - Comments that threaten, defame, degrade, or belittle any person or organization, or identifiable group,
 - Comments or messages that contain threats or information on a crime will be reported to police.
 - Comments that are unrelated to the topic of the page or posts (for general comments or communications concerning a department, project, or service request, please contact (780) 624-2574 or feedback@peacriver.ca),
 - Solicitations, advertisements, or endorsements of any financial, commercial, or not-for-profit organizations,
 - Comments promoting or opposing any person campaigning for election to a political office,
 - Comments that suggest or encourage illegal activity or posting of material that violates copyrights or trademarks of others,
 - Repetitive posts copied and pasted or duplicated by single or multiple users.
- 1.3. If repeated posts of the above nature are made by any individual, the Chief Administrative Officer (CAO) retains the right to block that person from further activity on our page.

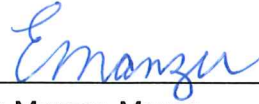
Please be aware that by participating on Town presences on social networks, you are also subject to the Terms of Use of the host site (e.g. those of Facebook, Twitter, Instagram, etc.). Information (photos, videos, etc.) you share with or post to official Town of Peace River online engagement platforms is also subject to the Terms of Use of the host site and may be used by the owners of the host site for their own purposes. For more information, consult the host website's Terms of Use.

2. User-created content

- 2.1. Users are encouraged to submit or post content, including photographs and videos, if the content meets the standards articulated in this Social Media Participant Use Policy and pertains to the subject of online engagement platform. Users may only post their own, original content. Reproduced or borrowed content that reasonably appears to violate third party rights will be deleted.

3. Collection of Personal Information

- 3.1. The personal information posted by a user may be collected by the Town of Peace River under s. 33 of the *Alberta Freedom of Information and Protection of Privacy Act* (FOIP) for the purposes of answering resident communication and consulting with the public.
- 3.2. Users will be made aware that any information collected may be stored and/or accessed outside of Canada on servers not belonging to the government.
- 3.3. Users will be notified to protect their own privacy and the privacy of others, and to not include any personal information including phone numbers and email addresses in the body of their comment.



Elaine Manzer, Mayor



Tanya Bell, Acting CAO

Schedule A

TERMS OF USE

We welcome your comments and encourage discussion, dialogue, and debate on our online engagement platforms. We want all our users to be able to express their opinions freely and enter into informed and productive discussion. While we want this to be an open and honest forum, we also want posts to be courteous, to stay on topic, and not cause intimidation or offence; therefore, we reserve the right to delete posts that contain any of the following:

- *Violent, obscene, profane, hateful, or racist posts, links, or images,*
- *Comments that threaten, defame, degrade, or belittle any person or organization, or identifiable group,*
 - *Comments or messages that contain threats or information on a crime will be reported to police.*
- *Comments that are unrelated to the topic of the page or posts (for general comments or communications concerning a department, project, or service request, please contact (780) 624-2574 or feedback@peacriver.ca),*
- *Solicitations, advertisements, or endorsements of any financial, commercial, or not-for-profit organizations,*
- *Comments promoting or opposing any person campaigning for election to a political office,*
- *Comments that suggest or encourage illegal activity or posting of material that violates copyrights or trademarks of others,*
- *Repetitive posts copied and pasted or duplicated by single or multiple users.*

If repeated posts of the above nature are made by any individual, the Chief Administrative Officer (CAO) retains the right to block that person from further activity on our page.

By posting on the Town's social media channels, you agree to these terms and conditions. This policy is subject to amendment or modification at any time.

Please be aware that by participating on Town presences on social networks, you are also subject to the Terms of Use of the host site (e.g. those of Facebook, Twitter, Instagram, etc.). Information (photos, videos, etc.) you share with or post to official Town of Peace River online engagement platforms is also subject to the Terms of Use of the host site and may be used by the owners of the host site for their own purposes. For more information, consult the host website's Terms of Use.

USER-CREATED CONTENT

Users are encouraged to submit or post content, including photographs and videos, if the content meets the standards articulated in this Social Media Participant Use Policy and pertains to the subject of online engagement platform. Users may only post their own, original content. Reproduced or borrowed content that reasonably appears to violate third party rights will be deleted.

COLLECTION OF PERSONAL INFORMATION

The personal information you post may be collected by the Town of Peace River under s. 33 of the *Alberta Freedom of Information and Protection of Privacy Act* (FOIP) for the purposes of answering

resident communication and consulting with the public. Please be aware that any information collected may be stored and/or accessed outside of Canada on servers not belonging to the government. To protect your own privacy and the privacy of others, please do not include any personal information including phone numbers and email addresses in the body of your comment. Please do not share personal information about others, including pictures.