

# Social Media Guide for Council, Committee Members and Municipal Representatives

## Why Social Media?

The Township promotes openness, transparency and accountability of its work and business. Social media presents the Township with an opportunity to meet the community where they are to provide timely information.



## What does this mean for my personal social media account?



If you identify yourself as a Council, Committee Member or Municipal Representative (Employee, Volunteer, etc.) you must include a statement on your social media platform that all opinions and views are your own and do not reflect those of your employer.

No one is permitted use Township owned logos, branding material, uniforms, photographs, intellectual property, graphics or other media on a personal platform without the Township's authorization.

## Being a respectful online community member

Council, Committee Members and Municipal Representatives shall not discuss the Township, its policies and procedures or any of its municipal representatives, Councillors or Committee Members in a negative way through social media pages or other public postings.



## Content Standards

The Township of Puslinch reserves the right to remove any content in violation of Section 5. Internal/External Content Standards in accordance with the Advertisement, Communication and Media Relations Policy. Although local community groups are not necessarily municipal representatives they still need to meet the Township's content standards order for their posts to potentially be shared/reposted by the Township.

## Do's and Don'ts for Personal Social Media Use



**Do** refer customer service questions to official Township channels **if** asked.  
Example  
Q: When will my street be plowed?  
A: Thank you for your question. For more information regarding snow clearing please visit our Township of Puslinch Website Puslinch.ca or contact staff at Puslinch.ca/Contact.



**Do** include the phrases such as "in my personal view" or "Personally..." **if** the Council, Committee Member or Municipal Representative has identified themselves as a Councillor, Committee Member or Municipal Representative.



**Don't** feel compelled to deliver customer service on behalf of the Township using a personal social media account.



**Don't** post private or confidential information about Councillor, Committee Members, Township Employees or community members.



**Don't** post information discussed in confidence or anything that you would not present in a public forum.

Questions: Clerks Department, [admin@puslinch.ca](mailto:admin@puslinch.ca), 519-763-1226