



Village of Fruitvale

Policy Title: Social Media - Facebook **Policy #: ADM-2014-01**

Section:	Administration/ Social Media			
Initially Approved:				2014 07 07
Last Reviewed:				
Council Approval:				2014 07 07
Next Review Scheduled:				2016 07

POLICY:

The Village of Fruitvale Council deems it advisable to adopt a policy to regulate design, maintenance and oversight of the Village of Fruitvale’s social media page on Facebook.

POLICY GOAL:

To provide information of public interest, current events and notifications to the residents, businesses and visitors of the Village of Fruitvale.

POLICY SCOPE:

This policy shall apply to Council and staff of the Village of Fruitvale with regard to the corporate social media page on Facebook.

PROCEDURES:

1. The Village of Fruitvale Facebook page will be strictly for corporate messages.
2. No political views will be posted on Facebook.
3. The Mayor and Councillors will not post on the Village of Fruitvale Facebook page.
4. The Mayor, in the role of Chief Executive Officer under the *Community Charter*, may provide media releases and may share to the Facebook page through the office administration staff.
5. Conflicts or challenges will always be referred to Village staff to evaluate and resolve.
6. A Disclosure Statement as follows will be provided on the Facebook page:



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"About – Welcome to the Village of Fruitvale Facebook Page! The purpose of this page is to share information of public interest with our residents, businesses and visitors. When posts are open for comment, it is our intention to keep them family friendly, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines below. If you do not comply, your message will be removed:

- We do not allow graphic, obscene, explicit or racial comments or submissions, nor do we allow comments that are abusive, hateful or intended to defame an individual or organization.
- We do not allow attempts to defame or defraud any financial, commercial, governmental or non-governmental agency.
- We do not allow comments that suggest or encourage illegal activity nor those intended or likely to create controversy.
- We retain the right to remove or limit comments at all times.
- Participation is at your own risk, taking personal responsibility for posted comments, your username and any information provided.
- If you are looking for the official source of information about the Village of Fruitvale, please visit our website at www.village.fruitvale.bc.ca or contact the Village of Fruitvale office.

Correspondence to the Village of Fruitvale through Facebook is accepted, processed, and responded to by Village of Fruitvale administration and is not under any circumstances to be construed as official correspondence to and/or from Village of Fruitvale Council."

7. Records Management

- a. Staff will maintain the Village of Fruitvale Facebook page to ensure response and to filter posts.
- b. Restrictions – Posts may take up to two business days to show on the Facebook page.
- c. The Village of Fruitvale is a page not a person. People can "like" the page but they cannot "friend" it.