



Report n° CORP-2025-018  
Date: October 8, 2025  
Submitted by: Michel Cousineau, Dir. Corp Services  
Subject: Social media engagement policy

#### Nature/Goal

To obtain Council approval on the new Social Media Engagement Policy

#### Directive/Previous policy

N/A

#### Department's recommendation

**THAT** Council adopts the newly created Social Media Engagement Policy as attached to Report No. CORP-2025-018

**QUE** le Conseil adopte la nouvelle politique d'engagement sur les médias sociaux, telle que jointe au rapport n° CORP-2025-018

#### Background

The City already has a Social Media Policy but it is aimed at the Administration's expectations on how employees behave in cyber space. This new policy is aimed at how Corporate Communications staff engage with residents through social media.

#### Discussion

This policy guides the use of official City social media channels to communicate, engage, and build trust with residents. It establishes standards for positive engagement, moderation, and official communications, ensuring that our online spaces support respectful and constructive interactions by :

- Moderating hate speech and discrimination
- Removing comments that are deemed offensive or contains the names of employees in a defamatory manor.

#### Consultation

N/A

#### Recommendations or comments from committee/ other departments

N/A

#### Financial impact (expenses/material/etc.)

N/A

#### Legal implications

N/A

#### Risk management

N/A

## Strategic implications

N/A

## Supporting documents

Social Media Engagement POL5000.3-2510 (EN).docx

Social Media Engagement POL5000.3-2510 (FR).docx