

The Corporation of the City of Clarence-Rockland

Social Media Engagement Policy			
Code	POL5000.3-2510		
Jurisdiction	Communications		
Approved by	RES	Date	2025-10-08

1.0 Policy Statement

The City of Clarence-Rockland is committed to fostering a welcoming, safe, and inclusive online environment that reflects our bilingual and diverse community. Our social media channels are an extension of our commitment to clarity, inclusion, and community-driven storytelling.

2.0 Purpose/Objective

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.

3.0 Definitions

- **Social Media Channels:** Official accounts managed by the City of Clarence-Rockland on platforms such as Facebook, Instagram, X (Twitter), LinkedIn, and others.
- **User:** Any resident, visitor, employee, Council member, volunteer, or other individual interacting with the City's social media channels.
- **Content:** Any post, comment, message, image, video, or other material shared or submitted on City social media channels.

4.0 Scope

This policy applies to all users interacting with the City's official social media channels, as well as all employees, Council members, and volunteers representing the City online. It covers all content posted, shared, or moderated on these platforms.

5.0 Policy/Procedure

5.1 Community Values

Social media channels reflect Clarence-Rockland's values of clarity, inclusion, and community-driven storytelling.

We encourage respectful, constructive, and positive interactions that celebrate local life and diversity.

5.2 Engagement Guidelines

- Be respectful: Treat others with kindness and respect. Personal attacks, harassment, or discrimination will not be tolerated.
- Be constructive: Share ideas, feedback, and questions that help build a stronger community.
- Stay on topic: Comments should relate to the post or the City's services, programs, and events.
- Celebrate diversity: Engage in either English or French. Contributions in both languages are welcome.

5.3 Moderation and Content Standards

The City reserves the right to moderate, hide, or remove comments and content that:

- Contain hate speech, discrimination, harassment, or threats.
- Include obscene, offensive, or violent language or images.
- Promote illegal activity or violate laws or municipal policies.
- Are spam, advertising, or solicitations not relevant to the community.
- Share personal information or confidential data.
- Are off-topic or disrupt constructive conversation.
- Contain the name of a City employee in a context that could be considered harmful, harassing, or defamatory.
- Any comments or posts that promote illegal activity, make threats toward municipal infrastructure, or encourage activity in violation of municipal by-laws may be reported to law enforcement or the appropriate authority.

Repeated violations may result in users being blocked from the City's social media channels.

5.4 Official Communications

Comments and messages posted on the City's social media channels (including Facebook) are not considered official communications with the City of Clarence-Rockland. For official requests, service issues, or formal feedback, residents should use the City's website, bciti+ portal, email, or phone.

5.5 Bilingualism and Accessibility

Posts and responses will be provided in both English and French whenever possible, in accordance with the City's bilingualism policy. Community members are welcome to engage in either language.

5.6 Privacy and Safety

Do not share personal information (such as addresses, phone numbers, or account details) in public comments. The City will never ask for sensitive information through social media.

