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|  | TOWN OF CARMAN | POLICY NO. |
| | ADOPTED BY: Resolution No. 123/24 | Last Updated: June 4 2024 |
| | DATE: June 2024 | Page: 1 of 7 |
| | TITLE: Social Media and Technology Use Policy | Department: Administration |

PURPOSE:

- a) To establish a framework for the use of municipal social media platforms by employees of the Town of Carman in order to promote responsible and effective communication while safeguarding the interests of the municipality and its constituents.
- b) To remain competitive, better serve our customers, and provide our employees with the best tools to do their jobs, the Town of Carman makes available to their workforce access to town provided technology including but not limited to: computers, software, printers, files, cellular phone, email, telephones and the internet. Town of Carman owned technology is the Town’s property, and their purpose is to facilitate and support the Town’s business. All users have the responsibility to use these resources in a professional, ethical, and lawful manner.
- c) To ensure that all employees are responsible, the following guidelines have been established for using email, the internet, and municipal social media accounts. No policy can cover every possible situation, instead the policy is designed to express the Town of Carman’s philosophy and set forth general principles in using social media and technology.

RATIONALE:

Social Media and Town owned technology requires a structured system to provide clear guidance for the creation, maintenance and reporting of Municipal information, while ensuring responsible and efficient utilization of digital resources, thereby promoting operational integrity, safeguarding sensitive information, and fostering a culture of compliance with legal and ethical standards.

POLICY STATEMENT:

The implementation of a Social Media and Technology Use Policy is essential for protecting the reputation, mitigating risks, promoting productivity, safeguarding confidential information, ensuring compliance, enhancing communication, and fostering a culture of responsibility within the Town of Carman. By providing clear guidelines and expectations, the policy serves as a valuable resource for employees to navigate the digital landscape effectively while representing the town positively in the online sphere.

ADMINISTRATION AND PROCEDURES

Scope: This policy applies to all employees, contractors, volunteers, and elected officials representing the Town of Carman who are involved in the creation, management, dissemination of content on official social media platforms representing the municipality, as well as those that have access to Town owned technology.

Authorization

- a) Only employees who have been designated by the Town of Carman are authorized to post content on official social media platforms.
- b) Access to the Town of Carman technology resources is with the sole discretion of the Town. Generally, employees are given access to the various technologies based on their job functions. Only employees whose job performance will benefit from the use of the Town technology resources will be given access to the necessary technology.
- c) Procedures for accessing the Voicemail, Email and Internet system, as well as the guidelines for how to properly send and retain information, may be obtained by contacting Web-markers Computer Sales & Service if approved by the CAO.

Professional Consideration:

It is important to maintain a proper spirit and tone to your communications over the system. The following guidelines are suggested:

- a) Make your communication positive, constructive, complete, and factual.
- b) Do not write when angry and edit before sending an email or posting on social media.
- c) Be careful with humor when using technology resources and when on the Town of Carman/RM of Dufferin's social media pages.
- d) Never use all caps as it is perceived as shouting.
- e) Avoid belaboring disagreements in email and on the Town of Carman/RM of Dufferin's social media websites.
- f) Pay attention to grammar and spelling, both to protect your own reputation and intelligence, and to avoid irritating your recipients who are distracted by careless mistakes.

Social Media Use:

The C.A.O. shall be the lead department for the Municipal's online/offline communication strategies. All media and social media activity must be approved by the C.A.O. or designated authority.

Login and passwords for the sites are confidential information and will be stored under the supervision of the C.A.O.

Copyright:

- a) Employees must ensure that any content posted on official social media platforms is original or properly attributed to the rightful owner. Unauthorized use of copyrighted material is prohibited.

- b) Employees must obtain proper authorization for the use of copyrighted material, including but not limited to images, videos, text, and graphics, before posting them on official social media platforms.
- c) Social media content generated by employees of the Town of Carman are records owned by the Town and not the individual employee.

Approval Process:

- a) All content intended for posting on official social media platforms must be approved by the designated authority within the municipal office.
- b) The approval authority may vary depending on the nature of the content and the department responsible. However, ultimate approval rests with the CAO, who may delegate this responsibility as appropriate.
- c) The Designated Authority reserves the right to edit or remove content from social media sites that is deemed unsuitable, inappropriate or in violation of this Social Media and Technology Use Policy.
- d) Content must be reviewed for accuracy, relevance, appropriateness, and compliance with this policy before being posted.
- e) Approval of content should be done in a timely manner to ensure the timely dissemination of information.

Response to Public Inquiries/Comments:

Municipal staff will not respond directly to comments and inquiries that are generated by the public as a result of content posted on social media sites used by the Municipality. The C.A.O. shall determine when exceptions to this policy are required and shall be the persons to respond.

Disclaimer:

The Town is not responsible for comments made by subscribers or members related to its social media applications and reserve the right to remove any content that is inappropriate for any reason and at any time. Third-party social media sites are private businesses with their own terms of service and privacy policies. The Municipality does not accept any responsibility for the operation of third-party social media sites and is unable to guarantee the privacy of individuals who access content provided to such sites by the Municipality.

Technology Use:

Prohibited Communications:

Electronic media cannot be used for knowingly copying, transmitting, retrieving, or storing any communication that is:

- a) Discriminatory or harassing;
- b) Derogatory to any individual or group;
- c) Obscene, sexually explicit, pornographic, defamatory or threatening
- d) In violation of any license governing the use of software;
- e) Engaged in for any purpose that is illegal or contrary to Town of Carman/RM of Dufferin policy or in a manner contrary to the best interests of the

- municipality, in any way that discloses confidential or proprietary information of the municipality or third parties, or for personal or pecuniary gain; or
- f) Protected by copyrights laws unless the employee has the author's permission or is accessing a single copy only for the employee's reference.

Internet and Online Services

The Town of Carman provides authorized employees access to on-line service such as the internet. The municipality expects that employees will use these services in a responsible way and for business-related purposes only. Under no circumstance are employees permitted to use the municipality's technology resources to access, download, or contribute to the following:

- a) Gross, indecent, or sexually-oriented materials;
- b) Sports sites;
- c) Job-search sites
- d) Entertainment sites;
- e) Gambling sites;
- f) Games, humor;
- g) Illegal drug-oriented sites; and
- h) Politically oriented sites or sites devoted to influencing the course of legislation or public policy.

Security/Appropriate Use:

- a) Employees must respect the confidentiality of other individuals' electronic communications. Except in cases in which explicit authorization has been granted by management, employees are prohibited from engaging in, or attempting to engage in:
 - 1. Monitoring or intercepting the files or electronic communications of other employees or third parties;
 - 2. Hacking or obtaining access to systems or accounts they are not authorized to use;
 - 3. Using other people's log-ins or passwords; and
 - 4. Breaching, testing, or monitoring computer or network security measures.
- b) No email or other electronic communications can be sent that attempt to hide the identity of the sender or represent the sender as someone else.
- c) Electronic media and services should not be used in a manner that is likely to cause network congestion or significantly hamper the ability of other people to access and use the systems.
- d) The Town has installed a variety of programs and devices to ensure the safety and security of the municipality's technology resources. Any employee found tampering or disabling any of the security programs will be subject to discipline up to and including termination.

Software:

To prevent computer viruses from being transmitted through the municipality's computer systems, unauthorized downloading of any unauthorized software is strictly prohibited. No employee may load any software on the town-owned computers by any means of transmission, unless authorized in advance by Town of Carman's system administrator/CAO.

Technology and Social Media

Training and Awareness:

- a) Employees will receive training on this policy and related guidelines upon hire and periodically thereafter to ensure understanding and compliance.
- b) Employees must successfully complete municipality-approved training before being given access to the Town of Carman technology resources and official municipal social media accounts.
- c) Updates to this policy will be communicated to employees in a timely manner, and training will be provided as necessary to address any changes.

Personal Use:

- a) Employees are encouraged to maintain a clear separation between their personal and official social media accounts. Personal social media accounts are those which exist outside of the Town of Carman and are therefore regarded as under the discretion of the individual, so long as they are in no way affiliated with, or act on behalf of the municipality. The Town of Carman accounts should only be used for professional purposes related to municipal activities.
- b) The computers, electronic media and services provided by Town of Carman are primarily for business use to assist employees in the performance of their jobs. As long as personal use does not interfere with the employee's duties, is not done for pecuniary gain, does not conflict with the municipality's business, and does not violate any policy, occasional, or incidental use of electronic media (sending or receiving) for personal, non-business purposes is understandable and acceptable, and all such use should be done in a manner that does not negatively affect the systems use for their business purposes. However, employees are expected to demonstrate a sense of responsibility and not abuse this privilege.
- c) The municipality assumes no liability for loss, damage, destruction, alteration, disclosure, or misuse of any personal data or communications transmitted over or stored on the Municipality's technology resources. The Town of Carman accepts no responsibility or liability for the loss or non-delivery of any personal electronic mail or voicemail communications or any personal data stored on any of municipal property. They also strongly discourage employees from storing any personal data on any of the municipality's technology resources.

Data Security:

- a) Employees must exercise caution when handling sensitive or confidential information and adhere to all data security policies and procedures established by the town.
- b) Unauthorized access, disclosure, or sharing of confidential information is strictly prohibited and may result in disciplinary action.
- c) Employees are expected to use good judgement and to adhere to the highest ethical standards when using or transmitting confidential information on the Town's technology resources.
- d) Confidential information should not be accessed through the municipality's technology resources in the presence of unauthorized individuals. Similarly, confidential information should not be left visible or unattended. Moreover, any

confidential information transmitted via technology resources should be marked with the following confidentiality legend.

“The message contains confidential information. Unless you are the addressee (or authorized to receive for the addressee), you may not copy, use, or distribute this information. If you have received this message in error, please advise (EMPLOYEE’S NAME) immediately at (EMPLOYEE’S TELEPHONE NUMBER) or return it promptly by mail.”

Monitoring and Enforcement:

- a) The Town reserves the right to access employee communications, including but not limited to emails, instant messages, and other electronic communications, when necessary for legitimate business purposes.
- b) Access to employee communications will be granted in accordance with applicable laws and regulations, and only authorized personnel, such as IT administrators or designated officials, will be permitted to access this information.
- c) Employee communications may be accessed for reasons including but not limited to investigations of misconduct, compliance with legal obligations, or ensuring the security and integrity of municipal-owned technology resources.
- d) The C.A.O. shall monitor all use of social media by employees for work purposes and will intervene to remove content that is deemed unsuitable. Content may be deemed unsuitable if it includes commercial endorsement or solicitation, personal political content, confidential information, objectionable material, discriminatory language, or violates the terms of this policy or other by-laws, policies or procedures of the Town of Carman.
- e) Employees who violate any part of this policy will be subject to disciplinary action, or legal action, and criminal liability.
 - 1. Violations will be held in a clear but firm manner.
 - 2. Any employee who abuses the privilege of their access to email or the Internet in violation of this policy will be subject to corrective action, including possible termination of employment, legal action, and criminal liability.

Access to Employee Communications

- a) Generally, electronic information created and/or communicated by an employee using email, word processing, utility programs, spreadsheets, voicemail, telephones, Internet and bulletin board system access, and similar electronic media is not reviewed by the municipality. However, the following conditions should be noted:
- b) Town of Carman may routinely gather logs from most electronic activities or monitor employee communications directly, be it:
- c) Telephone Use and Voicemail: Records are kept of all calls made from and to a given telephone extension. Although voicemail is password protected, an authorized administrator can reset the password and listen to voicemail messages.
- d) Electronic Mail: Electronic mail is backed-up and archived. Although electronic mail is password protected, an authorized administrator can reset the password and read electronic mail.
- e) Desktop Facsimile Use: Copies of all facsimile transmissions sent and received are maintained in the facsimile server.

- f) Document Use: Each document stored on the Municipality computers has a history which shows which users have accessed the document for any purpose.
- g) Internet Use: Internet sites visited, the number of times visited, and the total time connected to each site is recorded and periodically monitored.
- h) Town of Carman reserves the right, at its discretion and without notice, to review any employee's electronic files and messages to the extent necessary to ensure electronic media and services are being used in compliance with the law, this policy and other municipal policies, or to investigate misconduct, to locate information, or for any other business purpose.
- i) Employees should understand, therefore, that they have no right of privacy with respect to any messages or information created or maintained on the Municipality's technology resources, including personal information or messages. Accordingly, if they have sensitive information to transmit, they should use other means.
- j) All messages sent and received, including personal messages, and all data and information stored on the Municipality's electronic-mail system, or computer systems are the Town of Carman's property regardless of the content. As such, the Town reserves the right to access all of its technology resources including its computers, voicemail, and electronic-mail systems, at any time, in its sole discretion.
- k) Deleting or erasing information, documents, or messages maintained on the Municipality's technology resources is, in most cases, ineffective. All employees should understand that any information kept on the Municipality's technology resources may be electronically recalled or recreated regardless of whether it may have been "deleted" or "erased" by an employee. Because the Municipality periodically backs-up all files and messages, and because of the way in which computers re-use file storage space, files and messages may exist that are thought to have been deleted or erased. Therefore, employees who delete or erase information or messages should not assume that such information or messages are confidential.

Password Information:

All user-level and system-level passwords must meet or exceed the strong password standard articulated by the following Password Construction Guidelines for all connected devices wired or wireless such as Computers, Laptops, tablets Cell phone, USB drives etc.

Password Construction Guidelines:

Strong passwords contain the following characteristics:

- a) Contains at least 8 alphanumeric characters.
- b) Contains both upper- and lower-case characters.
- c) Contains at least one number (for example 0-9)
- d) Contains at least one special character (for example, ! @\$%^*()_+{}[]:~';<?/,)
- e) Cannot contain your first name, last name, email, or user ID.
- f) Cannot be one of your last 5 passwords.

Never write down a password. Instead, try to create passwords that you can remember easily. One way to do this is create a password based on a song title,

affirmation, other phrase, or a random collection of words that only you can remember.

Users must not use the same password for Town of Carman accounts as for other personal accounts (for example, personal account, bank account, merchant account, and so on).

User accounts that have system-level administrative privileges must have a unique password from all other accounts held by that user.

All Portable Device such as laptop, tablets etc. are required to have hard drive encryption in case device is lost or stolen, even with an account password someone can remove the Hard drive and still access data on the computer even VPN login credentials.

Password Change:

- a) All system-level passwords (for example, root, enable, admin, application administration accounts, and so on) must be changed on at least a quarterly basis.
- b) All user-level passwords (for example, email, web, desktop computer, and so on) must be changed at least annually. The recommended change interval is every 90 days.
- c) 2FA (2 Factor Authentication) and/or MFA (Multi Factor Authentication) for apps and programs such as email are required.

Password Protection:

- a) Passwords must not be shared with anyone. All passwords are to be treated as sensitive, confidential Town of Carman information.
- b) Passwords must not be inserted into email messages or other forms of electronic communication.
- c) Passwords must not be revealed over the phone to anyone.
- d) Do not reveal a password on questionnaires or security forms.
- e) Do not hint at the format of a password (for example, “my family name”).
- f) Do not share Town of Carman passwords with anyone, including administrative assistants, secretaries, managers, co-workers while on vacation, and family members.
- g) Do not write passwords down and store them anywhere in your office. Do not store passwords in a file on a computer or mobile devices (phone, tablet) without encryption.
- h) Do not use the “Remember Password” feature of applications (for example, web browsers).
- i) Any user suspecting that his/her password may have been compromised must report the incident and change all passwords.
- j) Never answer or input your password in an email that asks for it, chances are it is a Phishing email, if unsure always check with your IT person.

Encryption:

Employees can use encryption software supplied to them by the systems administrator for purposes of safeguarding sensitive or confidential business information. Employees who use encryption on files stored on a municipality computer must provide their supervisor with a sealed hard copy record (to be

retained in a secure location) of all of the passwords and/or encryption keys necessary to access the files.

Joint Town of Carman/RM of Dufferin Staff:

This policy shall apply to all joint Town and RM of Dufferin staff to be effective for both the Town of Carman and the RM of Dufferin.

Review and Amendments:

- a) This policy shall be subject to periodic review to ensure its effectiveness and relevance. Any necessary amendments shall be made in consultation with relevant stakeholders.
- b) Employees will be informed of any changes or updates to this policy in a timely manner.

Employee Agreement on Use of Social Media and Technology:

I have read, understand, and agree to comply with the foregoing policies, rules, and conditions governing the use of the Town of Carman’s social media accounts and technology. I am aware that violations of this guideline on appropriate use of the municipal social media accounts may subject me to disciplinary action, including termination from employment, legal action, and criminal liability. I further understand that my use of the municipal social media accounts and technology may reflect on my image of the Town of Carman, to our customers, competitors, and suppliers and that I have responsibility to maintain a positive representation of the Municipality. Furthermore, I understand that this policy can be amended at any time.

DATED: _____

EMPLOYEE

MUNICIPALITY AUTHORIZATION

Authorized Signature

Authorized Signature