

Salt Spring Island Fire Protection District

POLICY MANUAL

Section	Administration
Policy Number	AG-1502-01
Policy Title	Social Media

POLICY OBJECTIVE

The Salt Spring Island Fire Protection District (“District”) recognizes the value of participation in social media.

Social media accounts will be utilized to provide timely updates about the District, its members and news about the fire service, public safety or emergency management. These feeds are not just for District employees and associated organizations but will be available to the general public.

Social media has the potential to enable the District to speak directly to stakeholders and the broader community, and for employees to communicate in a different way with each other. Utilizing social media effectively will not only improve communications with stakeholders and the general community but also be a means of engagement, policy development and service delivery.

Any and all official media, events and news related to the Salt Spring Island Fire Protection District is posted by designated administrators of social media and website accounts.

Only official District pages may use the District’s logo and insignia.

Posting of public photographs or images require consent.

DEFINITIONS

Employee: For purposes of this policy an employee shall be understood to include, career and excluded staff, paid-on-call members and volunteers who are performing work on behalf of the District.

Social Media: The many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort or build relationships.

Social Media Administrator: The District employee responsible for managing District related social media sites internally and externally. The Social Media Administrator (SMA) is responsible for ensuring that internal and external audience needs and perspectives are identified and understood and strategies are designed and implemented to allow District messages to reach individuals, stakeholders, and external audience through digital channels. The SMA is appointed by the Fire Chief.

STATEMENT OF POLICY

The Salt Spring Island Fire Protection District embraces the use and potential of social media to promote the work of the organization, and enrich the exchange of information, ideas and interactions with others involved in fire protection services.

The District proactively manages social media to this end, and encourages and trusts employees to use it appropriately, subject to the *Freedom of Information and Protection of Privacy Act* (FOIPPA). All information posted on social media through the District's internet and communications technology is the property of the District and subject to FOIPPA.

All *Employees* shall:

- conduct themselves in a professional manner, as per the *Code of Conduct*;
- sign and follow the District's *Use of Technology* policy;
- familiarize themselves with the District's operational guidelines concerning Social Media prior to using District sponsored social media sites;
- not share, on social media sites, the personal information of other employees;
- not share sensitive or confidential information that, if disclosed, could harm the reputation of an individual, the reputation of the Salt Spring Island Fire Protection District, or other government bodies; and
- identify themselves as a District employee when commenting on any matter related to their job or the work of the District.

Any comments or posting which contravene these limitations will be removed from District sponsored social media sites.

An employee who contravenes District policies and guidelines regarding use of social media may be subject to discipline up to and including dismissal.

Inappropriate comments made on social media that reflect poorly on the District or its employees may result in an employee being subject to disciplinary action.

NO EXPECTATION OF PRIVACY

All information stored or transmitted on District owned equipment or systems is the property of the District. There can be no expectation of privacy when District equipment or systems are used for personal, non-work related activity.

The District reserves the right to inspect any electronic data created by or stored on any District-owned computer, device or related system.

FREEDOM OF INFORMATION

The activity records of and information stored on Salt Spring Island Fire Protection District information technology resources may have to be released to the public under the *Freedom of Information and Protection of Privacy Act*.

BOARD DISCRETION

The provisions set out in this policy are subject to revision from time to time at the discretion of the Board of Trustees.

RELATED DOCUMENTS

Code of Conduct Policy

Use of Technology Policy

Freedom of Information and Protection of Privacy Act [RSBC 1996] Chapter 165

APPROVALS

Approval date:	2016-04-04	Approved by:	Board of Trustees
1. Amendment date:		Approved by:	
2. Amendment date:		Approved by:	
3. Amendment date:		Approved by:	