



BOARD REPORT

TO: Chair and Directors

File No: 0115 20

SUBJECT: Social Media Policy

DESCRIPTION: Report from Tracy Hughes, Communications Coordinator, dated November 26, 2018.

RECOMMENDATION: THAT: the Board approve the inclusion of Policy A-72 – Social Media into the CSR Policy Manual this 7th day of December, 2018.

SHORT SUMMARY:

The Columbia Shuswap Regional District does not currently have any policies governing the use of social media. This policy is designed to establish and outline the principles for use of social media for both CSR Directors and staff when conveying information and engaging with citizens on the CSR's social media platforms.

VOTING:

Unweighted
Corporate



LGA Part 14
(Unweighted)



Weighted
Corporate



Stakeholder
(Weighted)



BACKGROUND:

Prior to the hiring of the Communications Coordinator, the CSR had started to use social media platforms as a way of disseminating information to citizens. The approach, however, was piecemeal and differed between departments. Various partners, including CSR Fire Departments, began to set up and manage their own social media accounts, which caused some challenges with consistency, access and appropriate messaging. A general trend evolved to only use social media as a one-way tool for sending out information. Social media, however, is designed to be used for engagement and interaction with citizens. It became clear that change was needed, both from an informational and customer service perspective. This policy strives to provide clarity, direction and consistency to Directors, staff and volunteers on how the CSR uses social media.

POLICY:

This is the introduction of a new policy for the consideration of the Board. It is important to set some clear goals and parameters around the use of social media to provide direction and enable staff to react to any potential online issues in an efficient and consistent manner. The policy is attached for your consideration.

FINANCIAL:

No additional costs associated with this policy.

IMPLEMENTATION:

Upon approval from the Board, the Communications Coordinator, in conjunction with the Corporate Administration department, will implement the provisions of the policy.

COMMUNICATIONS:

If approved, the policy will be included in the CSRD Policy Manual and Directors, Alternate Directors staff and volunteers will be provided with an electronic copy. Those individuals who have been authorized to post to social media sites will be asked to sign that they have read the policy and agree to abide by its provisions. The policy will also be added to the CSRD website. Provisions of this policy dealing with appropriate use will be added to the CSRD's social media accounts to make the public aware of our right to remove content.

DESIRED OUTCOMES:

Endorse the staff recommendation.

BOARD'S OPTIONS:

1. *Endorse the Recommendation.*
2. *Deny the Recommendation.*
3. *Defer.*
4. *Any other action deemed appropriate by the Board.*

Report Approval Details

Document Title:	2018-12-07_Board_CA_011520.docx
Attachments:	- A-72 Social Media Policy.pdf
Final Approval Date:	Nov 27, 2018

This report and all of its attachments were approved and signed as outlined below:



Jodi Pierce - Nov 26, 2018 - 1:52 PM

No Signature - Task assigned to Lynda Shykora was completed by assistant Jennifer Sham

Lynda Shykora - Nov 26, 2018 - 3:29 PM



Charles Hamilton - Nov 27, 2018 - 8:46 AM