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5.1.3 Include a disclaimer to ensure you are speaking from your perspective only. An example of a disclaimer — “This is my personal opinion only and does not necessarily reflect the will of Council as a whole.”

5.2 Permissions & Credit When you re-post something written by someone else, first ensure you have the proper permissions to do so. Clearly state the material has been authored by someone else. Do not use copyrights, trademarks, publicity rights, or other rights without the necessary permissions.

5.3 Maintain Confidentiality & Privacy Do not post information discussed during closed or in-camera sessions of Council. Also do not post private or confidential information about members of Council or Morinville employees. Do not discuss situations involving named or pictured individuals without their permission. Do not post anything that you would not present in a public forum.

5.3.1 Ensure you are not the first to make an announcement unless you have received appropriate internal clearances and approvals from Mayor and/or CAD.

5.4 Ensure Accuracy Members of Council have an obligation to ensure their posts are accurate and not misleading.

5.4.1 Resist the urge to post everything. Refrain from cutting and pasting emails from staff or others into posts without clear context and permissions. These are written for a specific audience for a specific purpose.

5.4.1 Social media users should be directed whenever possible to the Town’s website as a source of information, forms, documents or online services necessary to conduct business with the Town of Morinville.

5.5 Self-Monitoring for Personal Sites

5.5.1 Site maintenance is recommended to ensure content remains current and accurate. Static sites quickly fall into disuse and pose a risk with outdated information.

5.5.2 Post “Terms of Use” on your personal site that reflect how you as a member of Council will deal with abusive, hateful, defamatory, anonymous, profane or otherwise inappropriate comments or content, including information that may jeopardize the privacy of others or harm or jeopardize the reputation of Morinville, it’s Council or Administration.

5.6 No member of Council will create, operate or manage any website or social media site on behalf of the Town without prior written authorization by the CAO.

5.6.1 Each site that is created or operated on behalf of the Town shall clearly identify that the site is operated on behalf of the Town as well as identify the responsible employee for site management.