



Social Media Policy Appendix B: Guidelines for Council

- Always use common sense and sound judgment when approaching the online world (if you would not state it in a face-to-face conversation, it's probably best not to post it).
- Follow LaSalle's *Code of Conduct for Council and Local Boards Policy*.
- Do not post information that is discussed in closed session, anything that you would not discuss in a public forum, and private or confidential information about fellow councillors, Town of LaSalle employees or the public.
- The use of a member of Council's title on social media signifies that the member of Council is acting in an official capacity. Members of Council are not permitted to speak on behalf of the corporation or Council, unless given consent by the CAO and/or the Mayor. It would be appropriate to include "in my opinion" in posts to clarify that responses are your comments and not those of administration and/or Council.
- When posting something that is written by someone else, be sure that you have permission to post this.
- Refrain from cutting and pasting emails from staff in posts without permission. Sometimes, messages are written for a specific audience and/or purpose that could be different than what might be shared publicly.
- Respond in a timely way (Customer Service Standards Policy states we will respond within two business days – this might seem like a long time on social media, but it may take time to get the correct answer). It's OK to respond to the post and let the resident know that we are working on getting the answer.
- Council members shall not post or comment on the Town's social media pages. Questions asked there are for administration and will be answered by administration.
- Council members are encouraged to like/follow/share posts from the Town's official sites. This is the best-case scenario in the instance that the original post is edited or updated so those changes will be reflected in all shared posts.

Social Media Policy Appendix B: Guidelines for Council (continued)

- If creating a post with information from a Town post, please make sure information is correct (dates, times, locations etc.). Using the town's official graphics in posts helps to maintain branding consistency. Avoid using clipart/other graphics on posts if branding graphics are in place.
- When sharing other posts, stay away from spam. Nobody likes spam whether it's via email or social media. Refrain from sharing posts that could be considered questionable (language, topic, photos, etc.). These are a reflection of your position as a member of Council and a reflection on the Corporation of the Town of LaSalle.
- If a resident asks a question and you don't know the answer (it's OK that you may not know the answer, that's what administration is here for), you can acknowledge the question in your response, and refer the question to the Town's official social media or to the Customer Service Portal. It is not appropriate to tag staff members for a response - if they are on social media, these are their personal pages and should not be shared publicly.

Question: Is garbage collection moved due to the holiday?

Answer: Garbage collection is moved one day later. If you have questions, contact @TownofLaSalle or use our customer service portal at www.lasalle.ca/customerservice