

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF APRIL 23, 2013

Item 25, Report No. 14, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on April 23, 2013.

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**PROCLAMATION REQUEST
NATIONAL DAY OF MOURNING**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the City Clerk, dated April 9, 2013:

Recommendation

The City Clerk recommends:

- 1) That April 28th, 2013 be proclaimed as a “National Day of Mourning” for workers killed or injured on the job”;
- 2) That the proclamation be posted on the City’s website and published on the City Page Online; and
- 3) That the City of Vaughan flags be lowered to half-mast throughout this day.

Contribution to Sustainability

N/A

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City’s website under “Events – Proclamations” and on the City Page Online.

Purpose

To respond to the request received from the President of the Toronto & York Region Labour Council.

Background - Analysis and Options

The correspondence received from the President of the Toronto & York Region Labour Council, dated March 27, 2013 is attached. (Attachment 1)

This proclamation request meets the City’s Proclamation Policy as the matter relates to municipal business.

The Toronto & York Region Labour Council has requested the City of Vaughan to proclaim April 28, 2013 as a “National Day of Mourning”. This organization has also requested that the City of Vaughan flags be lowered to half-mast through this day. This is an annual request that the City of Vaughan has endorsed in the past.

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Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the strategic priorities established by Vaughan Vision 2020 plan:

Service Excellence

- Promote Community Safety, Health & Wellness

Regional Implications

N/A

Conclusion

Staff is recommending that April 28, 2013 be proclaimed as a “National Day of Mourning” for workers killed or injured on the job”, that the proclamation be posted on the City’s website and published on the City Page Online, and that the City of Vaughan flags be lowered to half-mast on this day.

Attachments

Attachment 1 Correspondence from the President of the Toronto & York Region Labour Council, dated March 27, 2013.

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

COMMITTEE OF THE WHOLE – APRIL 9, 2013

SOCIAL MEDIA UPDATE

Recommendation

The Director of Corporate Communications, in consultation with Executive Director, Office of the City Manager, recommends:

THAT the following report be received for information.

Contribution to Sustainability

Social media can drive change and supports the City's Community Sustainability and Environmental Master Plan in creating a vibrant community by supporting civic engagement. As a transparent, authentic and collaborative communications channel, social media helps deliver the sustainability message to the City's stakeholders.

Economic Impact

There is no economic impact to the budget. The initiatives within the Social Media Policy and the City's use of social media is delivered through existing staff resources.

Communications Plan

This update will be communicated to appropriate City staff to inform and educate City departments in their implementation of social media communications.

Purpose

The purpose of this report is to provide an update of the City's use of social media following the one year implementation of the Social Media Policy.

Background – Analysis and Options

On February 14, 2012, staff presented the Social Media Policy for approval to members of the Committee of the Whole Working Session. The Committee requested that after one year of implementation, staff provide an assessment of the City's use of social media and progress to-date in implementing the actions presented in the policy.

Usage Growth

As previously approved by Council, the City is following a phased-in approach to utilizing social media. Currently, there are three corporate social media sites administered by the Corporate Communications Department. The City's corporate Facebook page launched July 9, 2010; YouTube launched Sept. 20, 2010; and Twitter launched April 20, 2011.

The following illustrates the increase in users of the City's three corporate social media sites:

	Facebook	Twitter	YouTube (views)
Current (approx.)	761	1,743	12,152
% increase 2012 to 2013	274%	286%	1,316%
January 2013	678	1,253	9,455
January 2012	247	438	718
January 2011	47	--	17

The City has taken a collaborative approach to social media, providing corporate support for all departments. Although departments and project leads can submit content to the Corporate Communications Department for review and broadcast on the City's corporate social media sites, the Social Media Policy facilitates the creation of specialized social media sites separate from the corporate sites.

A number of City departments have created their own social media sites to communicate specific programs and initiatives including Recreation & Culture, Emergency Preparedness, Enforcement (Animal Services), City Clerk's Office (Committee of Adjustment), and Vaughan Public Libraries.

The Social Media Policy supports the promotion of the City's social media sites. A directory of these sites can be found on the City's website, accessible from the homepage, and a number of departments have posted links to their social media sites on their department landing pages.

In addition, the use of social media logos and web addresses have been advertised in department-produced communications and advertising, and on promotional materials posted to television monitors throughout City Hall.

Administration

In order to implement best practices on a consistent basis across the Corporation, all social sites hosted by the City are monitored by the primary administrator during regular business hours to ensure postings are appropriate and respectful. Notifications of activity on the City's three corporate social media sites are forwarded to the email accounts of the primary administrator. Login passwords are protected, more complex in make-up, and are changed on a regular basis (every 30 days).

Although public comments directed to the City's corporate social media sites are not considered or processed as official correspondence, the Corporate Communications Department continues to pass on any public inquiries that may require action by other departments, which is then communicated to the resident.

Public Engagement

The City of Vaughan employs social media technologies to enhance two-way communications with residents, businesses, visitors and other key stakeholders. In support of the City's corporate marketing efforts, social media is used by the City to provide accurate, timely and clear information about City services, programs and events, and facilitate public interest and involvement in these activities. The primary goal is increase public engagement.

There is great value in the City continuing to encourage wider dissemination of the City's social media content through pass-along readership (re-tweeting, etc.).

Next Steps

The primary objective is to increase two-way communications by better integrating social media into all City communications and grow the user base. The Corporate Communications Department will continue to promote all social media sites hosted by the City in future advertising and marketing efforts.

Corporate Communications also will be identifying ways to better utilize the staff social media committee and involve each department in growing social media, learning better and more useful ways on how to use social media, and collaborating on employing best practices on its use.

A new social media strategy will also be included as part of the Corporate Communications Strategy to be presented to Council later this year (Q2/13).

Relationship to Vaughan Vision 20/20 Strategic Plan

The use of social media is aligned with the City's strategic plan in demonstrating effective leadership by strengthening the City's image and identity through communications with City stakeholders.

Regional Implications

N/A

Conclusion

In combination with traditional communications, social media sites employed by the City have been an effective communications tool to provide accurate and timely information about City services, programs and public safety to residents, businesses, visitors and other stakeholders. Social media continues to increase in importance, supporting the City's evolving communications efforts.

Attachments

City Social Media Policy (Policy No. 08.3.06)

Report prepared by:

Ted Hallas, Manager of Corporate Communications
David Blumenfeld, Communications Specialist

Respectfully submitted,

Gary Williams
Director of Corporate Communications

**CITY OF VAUGHAN
POLICY MANUAL**

SECTION: CORPORATE COMMUNICATIONS

POLICY NO.: 08.3.06

CNL 12.02.21 7/1

SUBJECT:

CITY SOCIAL MEDIA POLICY



SOCIAL MEDIA POLICY

prepared by

Social Media Staff Committee

January 23, 2012

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SECTION: CORPORATE COMMUNICATIONS	POLICY NO.: 08.3.06
CNL 12.02.21 7/1	
	SUBJECT: CITY SOCIAL MEDIA POLICY

SOCIAL MEDIA POLICY

1.0 Purpose

The Social Media Policy establishes service standards and procedures relating to social media networks used by the City of Vaughan for the purpose of:

- 1.1 Providing accurate, timely and clear information about City services, programs and public safety to City of Vaughan residents, businesses, visitors and other stakeholders;
- 1.2 Increasing accessibility to local government in order to encourage greater interest and participation in local affairs;
- 1.3 Promoting greater transparency in government; and
- 1.4 Assisting City departments and employee site administrators to implement best practices on a consistent basis across the Corporation, and mitigate risks relating to social media usage.

2.0 Application

- 2.1 This policy applies to all employees of the Corporation of the City of Vaughan.

3.0 Definitions and descriptions

- 3.1 For the purposes of this policy, “social media” is understood to be content created and distributed primarily using internet and mobile-based tools designed for sharing and discussing information online and through mobile devices. As a Web 2.0 technology which allows users (i.e. visitors to a social media site) to post their own information (also known as User-Generated Content), social media networks provide two-way communications for

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sharing opinions, insights, experiences and perspectives. As the name implies, social media involves the building of communities or networks.

- 3.2 The following social media tools are approved for use by the City of Vaughan: Facebook, YouTube, Twitter, Flickr and LinkedIn. All additional social media tools proposed for City use will be reviewed by the Director of Corporate Communications.
- 3.3 The City of Vaughan's official website at www.vaughan.ca remains the City's predominant internet presence and its primary communications vehicle.

4.0 Content Development

- 4.1 All City staff using social media venues to communicate officially on behalf of the City must have prior permission from their Director and each City department is responsible for overseeing staff authorized to use social media.
- 4.2 The Corporate Communications department is responsible for identifying staff training requirements and conducting orientation sessions to provide an overview of content guidelines.
- 4.3 The Corporate Communications department, which is responsible for the integrity of the corporate brand and the City's image, maintains "corporate" social media sites for communicating general information about the City to the public at large.
- 4.4 City social media sites should be clearly identified as being maintained by the City of Vaughan through the use of the City logo, department name, and contributor's job title.

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- 4.5 Users and visitors to social media sites will be made aware that the intended purpose of the site is to serve as a mechanism for communication between City departments and members of the public.
- 4.6 Each City social media site will include a standardized “Terms of Use” statement, provided by the Corporate Communications Department.
- 4.7 City social media sites will link back to the official City of Vaughan website for further information, forms, documents and online services.
- 4.8 In order to support communications with the public, a central listing or a central point of access for all social media sites managed by the City will be posted to a “social media page” on the City’s official website.
- 4.9 In compliance with the Vaughan Emergency Response Plan, all information issued by the City during a declared emergency is managed by the Public Information Section under the direction of the Emergency Management Team, including emergency information posted on the corporate social media sites.
- 4.10 In order to reach the widest possible audience during a declared emergency, staff administrators of social media sites will be provided with pre-approved emergency information by the Public Information Section under the direction of the Emergency Management Team for rebroadcast on their social media sites, if appropriate.

5.0 Administrator Roles and Responsibilities

- 5.1 Each City social media account will be managed by one “primary” administrator and supported by two “secondary” administrators, one of which will be provided by the Corporate Communications department.

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- 5.2 Administrators will attend an orientation session on the City's social media initiative provided by the Corporate Communications department and assist in identifying any training requirements.
- 5.3 Administrators are responsible for ensuring their social media sites are used to post relevant and timely information about City programs and initiatives. Social media sites should add value to the City by raising awareness, sharing information, and encouraging public involvement.
- 5.4 All content – written copy, photographs, videos, external links, etc. – posted by a site administrator is the responsibility of the originating department.
- 5.5 City social media sites are updated and monitored during regular office hours, Monday to Friday, 8:30 a.m. to 4:30 p.m.
- 5.6 All City social media sites will be remotely monitored by primary and secondary administrators outside regular office hours, including weekends and holidays, through email notifications of user posts or comments. The City will proactively moderate content through the use of filters and other available site features.
- 5.7 All social media sites hosted by the City will require monitoring by the primary administrators to ensure all user comments are appropriate and respectful. Administrators, with the support of Corporate Communications, are responsible for removing inappropriate user comments, as defined in item 7.4 below.
- 5.8 Administrators must consult with their Directors to determine the appropriate response to any controversial comment or complaint posted by users.

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- 5.9 Administrators should respond to questions received online if they directly relate to public information managed by the administrator's department. For questions relating to other departments, the administrator can post a link to the City website section which addresses the question or request the information from the appropriate department for posting.
- 5.10 While City departments are encouraged to activate visitor comment features of social media, site administrators may disable this functionality if deemed appropriate.
- 5.11 To maintain security of network usernames and passwords, authorized employee administrators must use a username/password combination that differs from their City network login ID and password.
- 5.12 Administrators managing a City social media site are official online representatives of the City of Vaughan and should be courteous and respectful at all times when interacting with the public.

6.0 Procedures

- 6.1 Information disseminated using social media technologies is considered public domain and subject to being re-printed in newspapers, magazines or online in any other web format.
- 6.2 Comments and messages posted to City of Vaughan social networking sites are considered transitory and will not be kept as permanent records by the City, with the exception of comments and postings made by the public during a declared emergency which need to be recorded and tracked as part of the official records of the emergency.
- 6.3 User comments or postings on a City social media site will not be considered or processed as official correspondence.

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6.4 Departments can advertise their social media sites in department-produced communication vehicles, such as a program brochure. Every City social media site should link back to the “social media page” or social media directory on the City’s official website.

7.0 User comments

7.1 The City of Vaughan reserves the right to review, edit, modify or delete any comment submitted to a City social media site by a user (i.e. visitor to a City social media site).

7.2 The City of Vaughan reserves the right to deny access to City of Vaughan social media sites for any individual who violates the City of Vaughan’s Social Media Policy.

7.3 Comments on topics or issues not within the jurisdictional purview of the City of Vaughan may be removed.

7.4 Comments containing any of the following inappropriate forms of content will not be posted to City of Vaughan social media sites:

- Comments not related to the original topic, including random or unintelligible comments;
- Profane, obscene, violent, or pornographic content and/or language;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, age, religion, gender, or national origin;
- Defamatory or personal attacks;
- Threats to any person or organization;
- Comments in support of, or in opposition to, any political campaigns;
- Solicitation of commerce, not related to City business or initiatives;
- Content in violation of any Canadian law;
- Encouragement of illegal activity;

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- Information that may tend to compromise the safety or security of the public or public systems; or
- Content that violates a legal ownership interest, such as a copyright, of any party.

8.0 Staff Participation

- 8.1 City employees using social media venues for work-related activities represent the City of Vaughan and are subject to this Social Media Policy, all City policies including but not limited to policies governing staff conduct, and the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).
- 8.2 Inappropriate usage of City social media sites by City employees can be grounds for disciplinary action and may be grounds for dismissal.