

Recommendation:

That the Clerk's Office-2022-03 report, dated September 20, 2022 regarding the revised Township Social Networking Policy be received and that the Township Policy Manual be updated accordingly.

Overview:

The Township has been using social networking to a limited extent since 2015 when Council allowed for the opening of Twitter and YouTube accounts. The current Social Networking Policy has been in place since 2017. The current Policy No. A-25 was last updated in 2019, which allowed the Building Department to operate an Instagram account.

Throughout the pandemic and continuing on today, the Township has relied on Twitter to direct residents to the Township website and to push out urgent information. Further to that, the Township YouTube channel has become a success with Council and Committee meetings being livestreamed to the public and available after the meetings as a recording.

In discussions with Council at Committee of the Whole and at Council meetings, there is an appetite to have the Policy revised to allow for the Township to use social networking to a greater extent to reach residents and local stakeholders.

Conclusion:

Staff have reviewed the existing policy and have completed revisions (see attached document with track changes) to the Policy to provide the Township the opportunity to use other types of social networking site to reach a broader audience. The Policy has also undergone house keeping amendments to remove outdated language and to bring the Policy in line with common practices.

Financial Impact:

None at this time.

Strategic Plan Applicability: To set out a direction of focus for economic development while utilizing resources to facilitate the promotion of the community.

Report Approval Details

Document Title:	Revised Social Media Policy.docx
Attachments:	- A25 - Corporate Social Networking Policy - Revision Sept 2022.docx
Final Approval Date:	Sep 13, 2022

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

Elana Arthurs