

	<b>Town of Qualicum Beach</b>	<b>Policy Manual</b>
	<b>Subject: Administration – General – Official Town Social Media &amp; Third-Party Content</b>	
	<b>Policy Number: 3000-26</b>	

**Purpose**

The Town of Qualicum Beach’s social media channels are spaces to share news, information, and stories, and to stay updated about Town business. This Policy outlines the Town’s approach for managing content to ensure that the Town’s social media spaces are welcoming, informative, and respectful for all users.

**Definitions**

**Employee**

means both unionized and management employees, unless specifically stated otherwise.

**Post**

means the term used to describe a message that is placed on a social media site.

**Social Media**

means internet and mobile based tools used for sharing information, including but not limited to Facebook, X, and YouTube. Social media allows individuals to interact and share their opinions, photographs, videos and links to material from numerous sources. The broad definition of Social Media currently includes message boards, blogs, video posting sites, photo posting sites, social networks, forums and online customer chat sites.

**Social Media Administrator**

means the Director of Corporate Services responsible for the oversight of the Town’s Social Media policy and is designated to approve posting of material on the Town’s Social Media sites.

**Social Media Moderators**

means the employees of the Town of Qualicum Beach who have been assigned the responsibility of posting content on the Town’s Social Media sites.

**Social Media Sites**

used by the Town of Qualicum Beach including, but not limited to, Facebook, X, Google, Instagram and YouTube.

**Town**

means the Town of Qualicum Beach

## Policy

### **Social Media Content Guidelines**

1. To maintain a positive online environment, the Town's social media moderators reserve the right to delete comments that do not adhere to the Social Media Policy. The Town of Qualicum Beach does not permit comments or messages that:
  - Are threatening, derogatory, defamatory, racist, xenophobic, vulgar, or otherwise hurtful or inappropriate.
  - Form personal attacks, harassment, aggressive behaviour, bullying, or the incitement of others to do so.
  - Suggest or promote illegal activity.
  - Violate copyright laws of intellectual property.
  - Are unsolicited and/or repetitive messages.
  - Contain false or misleading information that could compromise public trust or safety.
  
2. The Town of Qualicum Beach uses its social media channels to post content that:
  - Provides official Town news, notices, and updates.
  - Shares emergency notifications and public safety information.
  - Promotes Town-led events, programs, and initiatives.
  - Highlights Council decisions and municipal projects.
  - Encourages public participation in Town services and democratic processes.
  - Celebrates community achievements and milestones.
  - Educates the public about municipal operations, policies, and services.
  
3. The Town will not create content, promotions, or advertisements from external organizations, businesses, or individuals unless:
  - The event, initiative, or program is led by the Town,
  - Sponsored by the Town, or
  - Formally partnered with the Town through an approved agreement.

### **Promoting Third Party Content**

#### *Sharing Third Party Content on Social Media*

4. The Town will actively share third-party community events on its social media platforms if they meet the following criteria:
  - The Town owns or manages the property where the event is being held.
  - The Town has provided funding or sponsorship for the event.
  - The event has been approved through a Special Event Application process at a Council meeting.
  
6. All official content shared on the Town of Qualicum Beach's social media channels must align with Town policies and communications standards.

7. The Town reserves the right to approve or decline requests to share content at their sole discretion.

*Sharing Third Party Content on Public Notice Boards*

8. Community events may be posted on Town community boards based on the following criteria:
- Municipal Requirement: All events must take place within the Town boundaries.
  - Non-Profit Requirement: Events organized by non-profit groups or for non-profit purposes.
  - Location-Based Requirement: Events held at Town-owned facilities, regardless of their non-profit status, provided they align with the Town's values and community standards as determined by the Town of Qualicum Beach.

**Procedure**

**Social Media Management**

9. Social Media accounts are monitored during regular business hours (Monday–Friday, excluding holidays). Outside of regular business hours, the Social Media Administrator may review content of the Town Social Media outside of business hours and edit content as required.
10. Comments or questions requiring a response will be addressed as appropriate, but immediate replies are not guaranteed.
11. Urgent matters or official service requests should be directed through the Public Inquiry Form on the Town's website, by email, or by calling Town Hall, not through social media channels.
12. The Director of Corporate Services holds final approval authority over all Town social media content and may direct the modification, removal, or posting of content as necessary.
13. The Town reserves the right to determine which events align with its objectives and community interests.

**Third Party Content Requests**

14. Requests for the Town to share content from a third party must be submitted to [media@qualicumbeach.com](mailto:media@qualicumbeach.com) no later than two weeks prior to the requested dates to share content.

**Responsibility**

Social Media Administrator provides oversight  
Social Media Moderators for the purpose of monitor social media outlets  
Director of Corporate Services who has final approval/authority over all  
Town social media content.  
All Employees

**References**

Guidelines for Government Use of Social Media; Various BC  
Municipalities

**Distribution**

All Town Employees