

BYLAW 2024-19

Rural Municipality of Lajord No. 128

A BYLAW RESPECTING SOCIAL MEDIA POSTS

The Council of the Rural Municipality of Lajord No. 128, in the Province of Saskatchewan, enacts as follows:

The purpose of this bylaw is to set out direction for the Rural Municipality of Lajord No. 128 to participate in social media. In addition, employees and Council engaged in social media, either personally or on behalf of the Rural Municipality of Lajord No. 128, are expected to conduct themselves in a consistently professional manner so as to protect, promote and augment the good reputation of themselves and the Rural Municipality of Lajord No. 128.

DEFINITIONS:

- “Social Media” is information content that is intended to facilitate communications and influence interaction with audiences, typically via the internet and mobile networks.
- “Personal” means social media communications not related to the Rural Municipality of Lajord No. 128 work.
- “Communications” means any information or data submitted by a Council member to a Social Media network or platform that is capable of being displayed using software or approved hardware such as text, images, videos, or links to other content and includes a Council member “liking”, “retweeting”, commenting on or sharing content created by other users of the social network or platform.

STATEMENTS:

- The Rural Municipality of Lajord No. 128 website will remain the RM’s primary and predominant internet presence. Whenever possible, content posted to the RM Social Media should contain links directing users back to the RM’s official website.
- The Chief Administrative Officer and/or his/her designate, in consultation with Council, shall evaluate and approve which Social Media) may be suitable for use by the RM and its Departments.
- The Rural Municipality of Lajord No. 128 reserves the right to restrict or remove any comments or content from RM’s Social Media that is profane, inappropriate, offensive, discriminatory or hateful.

CORPORATE COMMUNICATIONS

- There shall be only one official Rural Municipality of Lajord No. 128 Social Media account for the purpose of communicating official RM and Council messages to the public.
- The RM utilizes the RM Website as its main online medium to post information and promote programs and services and may use other Social Media platforms as directed by Council. The day to day posting will be determined by the Chief Administrative Officer.

- Once Social Media accounts are established for the RM, they will be maintained on an as needed basis to create public awareness. If neglected, the account will be deactivated as directed by Council.

PERSONAL COMMUNICATIONS

- All employees and Council members of the Rural Municipality of Lajord No. 128 must take into consideration that when publishing content on any personal online accounts, that it has the ability to reflect upon the Rural Municipality of Lajord No. 128.
- Each RM employee and Council member is personally responsible for the content they post through electronic means and/or on Social Media. If participating in online or Social Media conversations or content creation, do not compromise on professionalism. Be careful and considerate, as information shared on the internet cannot be permanently retrieved.
- Under no circumstances are employees and Council members authorized to speak on behalf of the RM through personal Social Media accounts. Any official RM Communications will be posted through the RM Social Media accounts.
- No Council member shall have authority to speak independently on behalf of Council as a whole without the prior approval of Council. This clause shall also include the use of Social Media, email, and other forms of Communication.
- As with any other activity, Council members must ensure that their use of social media complies with the law, the requirements of this Bylaw and any related bylaws, policies or procedures. This Bylaw applies to all Communications a Council member makes, regardless of the Social Media account or device from which the Communication is made.
- Council members shall not discuss or refer to confidential RM information on Social Media.
- Council members must avoid using their Council or committee title on Social Media when acting in their personal capacity. Unless authorized to do so, council members shall refrain from giving the impression they are speaking on behalf of the RM.

RESPONDING TO INQUIRIES

- The RM Chief Administrative Officer reserves the right to deactivate the comments section for any post disabling the ability for anyone to comment as the goal of the RM's Social Media site is to provide information and public notice in an alternative manner.
 - The RM's Social Media account will not be used to communicate directly with other users. The RM will not initiate or engage in debates on Social Media.
 - Concerns and questions shall be communicated through the proper channels beginning with the Division Councillors, the Reeve and/or then RM office administration.
 - The public may also be directed to the website to fill out the complaint form which shall be submitted to the RM office and addressed at the next regular meeting or sooner at Council's discretion.

- Social media comments may be harsh and critical. It is very important not to become defensive or attempt to justify your actions. Your tone should be polite and the message should state accurate and factual information. If there is a complaint, the person shall be directed to the website to download an official complaint form to properly address council.
- If the social media account proves to be an ineffective use of communication, the Chief Administrative Officer shall deactivate the account upon Council resolution.

COMPLIANCE:

- Violation of this bylaw by an employee may result in disciplinary action up to and including termination of employment.
- Violations of this bylaw by a member of council will be addressed under the Code of Ethics Bylaw. The following sanctions may be imposed by resolution of Council:
 - A letter of reprimand addressed to the Council member or staff member.
 - Requesting the Council member to issue a letter of apology.
 - Publication of a letter of reprimand or request for apology and the Council member’s response.
 - A requirement to successfully complete specified training.
 - Suspension or removal of the appointment of a Council Committee.
- The Chief Administrative Officer shall provide the information to the RM’s employees of the provisions of this bylaw by posting a copy in the shop and office and in addition, make available to the Councillors of the RM.

RESPONSIBILITIES

- This Bylaw shall be brought forward for review at the beginning of each term of Council, when relevant legislation is amended, and at any other time that Council considers appropriate to ensure that it remains current and continues to accurately reflect the standards of ethical conduct expected of Council members and staff.



Certified a true copy of Bylaw 2024-19 adopted by resolution on the 12th day of November, 2024.

Originally Signed By _____
Armond Gervais, Reeve

Originally Signed By _____
Lynette Herauf, Chief Administrative Officer