

Social Media Policy

(Non-Municipal Messages) March 13/24



Imagine that!

Purpose:

The Town of Stratford engages in a variety of social media platforms including but not limited to Twitter, Facebook, X (formally Twitter) and Instagram. The primary purpose of the Town of Stratford's social media platforms is to build on the Town of Stratford's commitment to increasing communication to our community. The purpose of this policy is to set rules regarding the advertisement of non-municipal information, events and activities on the Town's social media platforms.

Policy:

1. The Town of Stratford's social media platforms are viewed by residents, partners and stakeholders as well as the general public. It is representative of the Town of Stratford and will be operated in a manner that reflects and enhances the values of the Town of Stratford.
2. Appearance of non-municipal messages are subject to the constraints of priorities from within the Town of Stratford designate(s). The submission of a message(s) is not a guarantee to be included on the Town's social media platforms at any time and is subject to a variety of factors including but not limited to timing received, amount of direct Town of Stratford messaging required and the perceived importance to the residents of the Town of Stratford by the designate(s).
3. The following messages shall not be permitted:
 - a. Promotion of political, factional or religious viewpoints or those events and activities which are for monetary gain by such organization, institutions or other groups identified above;
 - b. False, misleading or deceptive messages;
 - c. Messages expressing discriminating viewpoints;
 - d. Personal requests such as birthdays, engagements, weddings, anniversaries, etc. unless approved by the Town as of significant importance or recognition;
 - e. Events and functions open only to members of an organization;
 - f. Profane language or content, personal attacks, sexual content;

- g. Information that may compromise the safety and security of the public; and
 - h. Any other content that is considered inappropriate in the opinion of the Town of Stratford.
- 4. All messaging must be received a minimum of one week in advance of the requested start date. At the discretion of the Town of Stratford designate(s), artwork may be required to be provided “artwork ready” at any time and be required to include a link to an associated website, event page, etc.
- 5. In the event of an emergency, or other perceived requirement, the Town of Stratford has the right to suspend all messages.
- 6. The Town of Stratford reserves the right to make changes to this policy at any time. Such changes shall take effect immediately. The Town of Stratford also reserves the right to make exemptions to this policy as approved by the Town of Stratford designate(s).
- 7. Every effort will be made to accommodate requests however all decisions around the dates of posting, duration and frequency of posting and content requirements being met are the final decision of the Town of Stratford.
- 8. The Town of Stratford reserves the right to delete all spam, objectionable or any other post or comment deemed to be inappropriate. No confidential information should be posted openly to the Town of Stratford’s social media platforms.
- 9. Comments and opinions expressed by outside contributors on the Town of Stratford’s social media platforms may not reflect the opinions of the Town and it’s representatives.
- 10. All messaging is subject to all other policies adopted by the Town of Stratford as well as meeting any and all provincial and federal requirements.

Parameters:

- 1. The preferred file format for social media post requests is JPEG. All documents should also include a website address and/or event page to link to for more information and these formats will also be considered the preferred method of sharing.
- 2. All messaging will be placed in rotation at the Town of Stratford’s discretion.