

	<p><b>SOCIAL MEDIA: Administrative guidelines</b></p>
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## **SOCIAL MEDIA: Administrative guidelines**

Municipality of Pontiac

May 29, 2020 – 2:00 p.m.

### **What you should know :**

- The Municipality would like to recall its administrative guidelines concerning the use of social media.
- **Expected behaviors :**
  - The Municipality hopes that there will only be harmonious exchanges in social media. It encourages exchanges between all, but certain behaviors are expected:
    - No personal information about anyone, another user, or an employee;
    - No attack or insult;
    - No discriminatory, defamatory or sexist comments;
    - No political remarks or derogatory comments towards the mayor, municipal councillors, the Municipality or its employees;
    - No comments inciting racial, religious, ethnic, or other hatred;
    - No foul language;
    - Comments must be relevant to the content of published topics;
    - No comments published repeatedly, spam or any form of advertising;
    - No false accounts will be tolerated, and these will be reported;
- The Municipality is not responsible for the comments and opinions of users.

- The Municipality authorizes users to add hyperlinks, provided that the content is related to the subjects covered. It is understood that the Municipality is not responsible for the content of these external sites.
- **Moderation** :
  - To ensure constructive and respectful exchanges, the Municipality moderates all comments created or shared on social media.
  - The Municipality **reserves the right to delete any comment** that it deems inappropriate or which does not comply with the directives or conditions of use of social media. The Municipality **may also ban** a subscriber or follower, if it finds that the latter does not respect the established rules.
- **Response time** :
  - The Municipality normally makes sure to follow up on exchanges formulated on its Facebook page. There is therefore a constant watch of social media. Even if the use of social media implies the notion of speed and immediacy, verifications must be made with the various departments. **A delay is therefore to be expected when required.**

### **Where to inquire :**

- Municipality of Pontiac's Website: <http://www.municipalitepontiac.com/fr/>
- Municipality of Pontiac's Facebook account: <https://www.facebook.com/pontiacmun/>