



Policy # 1019

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Policy Title: Technology and Social Media Use Policy

Policy No.: #1019

Approval: County Council

Effective Date: May 6, 2009

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Amended Date: October 21, 2015

Amended Date: January 24, 2018

Supersedes Policy No.: Computer Use Policy – Section H(16), Policy 1022 Social Media Usage

Policy Statement: Users of Mountain View County technology will use that technology appropriately.

Purpose: The purpose of this policy is to set out guidelines governing the access to electronic mail (e-mail), the Internet, Social media and other technology resources which includes, but is not limited to, desktop and laptop computers, printers, photocopiers, GPS units, cell phones, smart phones, desk phones, twitter and facebook.

Principles:

1. As necessary, MOUNTAIN VIEW COUNTY provides access to various forms of technology and mediums for employees/Councillors to perform their County assigned duties. The County expects that all those who have access to County technology will comply with this Policy and will exercise this privilege responsibly. This Policy has therefore been developed to assist users in the appropriate and acceptable use of Social media and technology. This statement is intended to apply to the use of all County owned technology resources by all employees/councillors of the County. Where the term 'users' is used in this policy or accompanying procedure, it is intended to refer to both employees and councillors.
2. With the growing use of e-mail, Internet, twitter and facebook the pervasive use of technology, organizations are facing increased risks due to the misuse and abuse of these technologies and mediums.
3. The focus of this policy is to preserve and protect:
 - a. the integrity and reliability of the County's information systems,
 - b. the integrity, reputation and image of the County and,
 - c. the limited financial and information system resources of the County.
4. Each user of County technology and Social Media is required to adhere to the policy and procedures and certify their acceptance in writing.
5. All employees, contractors, and councillors will be provided with Procedure #1019-01 Schedule A to sign and return to human resources as indication they have read and agreed to Policy #1019, Procedure #1019-01, and the contents of Procedure #1019-01 Schedule A.


End of Policy

Procedure Title: Technology and Social Media Use

Procedure No.: #1019-01

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Supersedes Procedure No.: Section H(6), Procedure 1019-02, 1022-01 Social Media Usage

1. Definitions

- 1.1 "Users" means County employees, contractors that are provided access to IT resources and Councillors.
- 1.2 "Information Technology (IT)" means the Manager of Business Services and IT personnel within Business Services, and/or Director Corporate Services.
- 1.3 "Social Media" means all forms of media including, but not limited to: Web logs (blogs), Facebook, MySpace, Wikipedia or other wikis, Twitter, Instagram, Pinterest, LinkedIn, YouTube; comments left by employees on others' blogs or Facebook/MySpace pages, edits to wikis, responses to tweets, postings on message boards/forums, opinions on online polls or any product/services authored by employees on company time.
- 1.4 "Official Correspondence" means communication written, faxed or emailed to Mountain View County which includes a proper name and address.
- 1.5 "Tweets" means postings made via Twitter.

2. General Guidelines

- 2.1 Reasonable personal use is defined in Procedure 1019-01 Schedule A. The policy indicates that personal use should not incur significant incremental costs to the County. For further clarity a couple examples include:
 - 2.1.1 It would be reasonable to photocopy a few pages for personal use but would not be reasonable to regularly photocopy 100 pages for personal use.
 - 2.1.2 It would generally be reasonable to make and take personal calls on a County cell phone as long as personal calls do not make up the majority of the costs and do not interrupt the performance of work duties.
- 2.2 Generally personal use should occur during scheduled breaks or outside normal office hours.
- 2.3 Users are to refrain from disclosing their access codes/passwords to anyone and will be responsible for any use of their accounts by others to whom access has been given both willingly and inadvertently. It is recommended that Users change their passwords periodically to prevent unauthorized use of their

accounts. In all cases Users must keep their passwords secure. This also applies to all devices that store or have access to County data, both County supplied and personal.

- 2.4 When Users are using technology that has restricted access through access codes the technology should be locked before leaving it unattended so that unauthorized access can not be obtained.
- 2.5 Users' duties shall be conducted in such a manner that confidence and trust in the integrity, objectivity and professionalism of the County are preserved or enhanced.
- 2.6 Any viruses found must be reported immediately to IT. No virus checking system shall be disabled by a user. Only business related documents should be downloaded directly to the network.
- 2.7 The Internet is not only a resource, but a community inhabited by a wide range of Users; therefore, extra care is required when distributing or accessing information.
- 2.8 Finding and retrieving information will be one of the major uses of the Internet. However, there is no formal organization of information and little in the way of validity checks. Please remember that accuracy and relevance of material found on the Internet cannot be guaranteed and a large part of the responsibility for ensuring accuracy of information lies with each user. Sites may contain information that is out-of-date, erroneous, illegal, offensive, controversial or sexually explicit. The responsibility for identifying/avoiding this information resides with the user.
- 2.9 Apply sound judgment to the Internet sites you access. As part of the management of this system, logs containing which sites were accessed and by whom may be kept and will be examined as necessary. Please do not abuse the privilege of Internet access given to you by the County.
- 2.10 Internet usage may be monitored by IT. Unreasonable, unethical, improper or illegal Internet use (or usage that violates any County policy) will be reported to the appropriate supervisor. IT may report, from time to time, on security procedures and practices, including reviews of computer files, file downloads and file transfers, and historical Internet usage.
- 2.11 Specific internet sites or categories may be blocked from access at management's discretion.
- 2.12 Many organizations on the Internet have their own guidelines about what you may or may not do when you access the information on their computer systems. Please act responsibly when you access these systems. Make sure you understand and apply their guidelines for use.
- 2.13 Users are to send e-mail only from their assigned e-mail addresses. Staff should use common sense when using e-mail as a communication vehicle.
- 2.14 Each e-mail user will respect other Users in their use of all e-mail services, and will not inappropriately forward electronic messages received by them without the permission of the original author.
- 2.15 Use common sense and good judgment when sending e-mails to all office Users. This includes mail virus notices.
- 2.16 The contents of each mailbox are the property of the County. As such, IT may monitor and report on security procedures and practices, including periodic reviews of computer files, e-mail messages and attachments.
- 2.17 The County may provide e-mail or other electronic documents, which are in a user's account, in response to a Freedom of Information and Protection of Privacy request.

3. Unacceptable Use

- 3.1 Using computing resources in any manner which is illegal.
- 3.2 Uploading or downloading information or software in violation of copyright laws.
- 3.3 Attempting to install any software or connecting any hardware to existing technology; only IT are permitted to install software and hardware. If IT finds any hardware or software that has not been installed by them, the hardware and/or software may be removed without notice to the user.
- 3.4 Instant messaging, other than instant messaging applications supported by the County, as these services require the installation of additional software.
- 3.5 Engaging in any communication that is illegal, violent, obscene, defamatory, offensive, sexually explicit, expresses personal views about subjects inappropriate for a productive workplace, or in violation of County Policy.
- 3.6 Using electronic communications for harassment, includes but is not limited to threats, statements of intimidation, derogatory comments, statements or messages relating to a person's religion, race, color, ethnic origin, national origin, gender, age, sexual orientation, marital status, veteran status, record of criminal conviction or disability.
- 3.7 Using technology resources for electronic "snooping", i.e., to satisfy idle curiosity about the affairs of others, where there is no legitimate business reason for obtaining access to the files or communications (this prohibition applies to all Users, including IT).
- 3.8 Sending, forwarding, redistributing or replying to "chain letters", or doing anything that results in County e-mail addresses receiving spam (i.e., junk-mail) messages or solicitations; This includes but is not limited to:
 - Programs, games, sound bytes (or file formats), and graphics
 - Any files containing a virus, worm or other harmful component.
 - Unconfirmed security related alerts, such as viruses, hoaxes, and exposures.
 - Material benefiting or promoting charitable, athletic, political, religious organizations or events (outside of County-sponsored involvement).
 - Material in support or operation of any business other than the County.
- 3.9 Any purpose that would reflect unfavourably upon the County's reputation.
- 3.10 Use of external services (like personal email accounts or Dropbox-like file sharing) should be avoided unless absolutely necessary for business purposes. The County provides services that meet or exceed the capabilities and security of these external services. Confidential or proprietary information shouldn't be transferred or stored on such services, and should also be treated with great care wherever it is stored, most significantly if ever stored on local hard drives or removable devices like USB memory sticks. Such external services include webmail accounts like Hotmail, Gmail, Telus, or file sharing like Dropbox, Google Drive, SkyDrive etc. Use of such services should be approved by IT and appropriate management prior to use.
- 3.11 Downloading non-business related files, such as music and video clips, etc. An exception is storing personal photos, music or video clips on smart phones. This exception only applies to the extent that it does not interfere with the business operation of the smart phone.

- 3.12 Using internet e-mail to send private or proprietary information as messages can be read by others. If you would not put the information on a postcard, don't put it in an e-mail message.
- 3.13 Using computing resources in such a way that disk space, bandwidth or processing capacity are needlessly consumed (e.g. streaming audio, large picture files, etc., that are of a personal nature)

4. Cellphones

- 4.1 A cellphone may be provided to an employee when deemed necessary based on job requirements and the following key points:
 - 4.1.1 The employee works a significant amount of time out of the office and works alone a significant amount of time, and does not use a vehicle equipped with a radio.
 - 4.1.2 The employee must be accessible to other employees or managers when working out of the office or after hours.
 - 4.1.3 The employee's director decides the employee needs a cellphone.
- 4.2 At their director's approval, an employee may choose to use their own cellphone, they may submit a claim on county expense form for the amount of 20 dollars per month if they meet the requirements for being supplied a county cellphone. If an employee chooses to use their personal cellphone, the phone number will be made available as needed on the staff phone list and/or other contact lists as appropriate for county purposes.

5. Smartphones

- 5.1 A Smartphone may be provided to an employee in the event of the following:
 - 5.1.1 The employee is a member of senior management or current council.
 - 5.1.2 The employee is a manager that spends some amount of time out of the office or needs to be accessible after hours.
 - 5.1.3 If a manager does not spend time out of the office, they may still use a county BlackBerry or iPhone, but the county will only cover the cost of the data plan, and the user will be responsible to pay the portion related to voice services.
 - 5.1.4 The employee is deemed to require a Smartphone by their director.
- 5.2 At their director's approval, an employee may choose to use their personal BlackBerry or iPhone to access their corporate email, calendar and contacts. They may be reimbursed for the amount of 30 dollars per month for data usage plus additional 20 dollars for voice time if they meet the requirements for being supplied a county smartphone. If an employee chooses to use their personal smartphone, the phone number will be made available as needed on the staff phone list and/or other contact lists as appropriate for county purposes.

6. Cellphone/Smartphone Selection

- 6.1 The recommended standard units supplied by the County will be based on price and utility. As models change frequently, when a phone is requested, the Business Services/IT department will indicate currently supported devices. Should the user wish to use a different device, and it is supportable in the IT environment, they may take the list to the director for approval of the device they feel appropriate to their work. Once the director approves, the device will be ordered.

7 Social Media Usage

- 7.1 Communications will monitor all Social Media in which Mountain View County participates during business hours (8 a.m. - 4 p.m. Monday to Friday, not including statutory holidays).
- 7.2 All communication via Social Media should be made solely through Communications, or their designates, to ensure consistency, quality, and proofing. Users making posts, comments or opinions on County decisions, policies and activities, or otherwise bringing the County into disrepute via personal social media accounts during working hours or while on duty is deemed not acceptable. Such occurrences may be forwarded to supervisors for review.
- 7.3 . Inquiries via social media will be monitored by Communication or their designates and forwarded to the appropriate departments for review and potential response. Response to Social Media inquiries will be made were deemed appropriate and will be done to simply clarify or enhance information. Communications or their designates will not engage in debates or exchanges of opinion via social media and will remain respectful and courteous during Social Media information correspondence. Response to Social Media inquiries will be undertaken where appropriate to enhance two-way communication between the County and the public.
- 7.4 All communication via social media is to be done in conversational style using plain English.

8. Twitter, Facebook and Instagram Usage

- 8.1 Twitter, Facebook, Instagram and other approved instant messaging-type social media, should be used to relay information and/or photo/video content on issues of timely or immediate nature, such as:
 - 8.1.1 Regular or Special Council meetings, Policies and Priorities Committee and Municipal Planning Commission.
 - 8.1.2 Results of Subdivision Development and Appeal Board (SDAB) and Municipal Government Board (MGB) appeals once appellants are notified of the decision.
 - 8.1.3 Changes in traffic signage and posted speed limits
 - 8.1.4 Road and bridge closures and conditions
 - 8.1.5 Other Operational Services bulletins
 - 8.1.6 Emergency and disaster services information
 - 8.1.7 Notification and coverage of County events for the next or same day
 - 8.1.8 Reason for flags being flown at half mast
 - 8.1.9 Public Service Announcements
- 8.2 Twitter, Facebook and Instagram should be an active account with not less than one informational posting per working day
- 8.3 Meetings should be reported on an immediate basis with Tweets being made on any item of public interest
- 8.4 Tweets do not include the current date, as Twitter shows the date of each Tweet
- 8.5 Tweets should limit abbreviations and acronyms to those publicly known or explained in the days prior tweets
- 8.6 Twitter Retweets or Favourites, Facebook Likes or reposts, and Instagram Likes or Comments are at the discretion of Communications or their designates, but should be limited to information that is relevant to Mountain View County and in the public's interest. Any of these actions are for informational purposes and are not an endorsement of the original poster's (OP) products, services or opinions.

9 Prohibited uses

- 9.1 Mountain View County employees are prohibited from posting submissions or links to any materials which:
- 9.1.1 Contains vulgar or offensive language
 - 9.1.2 Contains personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial, or religious group
 - 9.1.3 Contains spam, advertising or includes links to marketing sites
 - 9.1.4 Contains content which is clearly off topic, and/or disruptive
 - 9.1.5 Contains content which advocates illegal activity
 - 9.1.6 Promotes particular services, products or political organizations
 - 9.1.7 Infringes upon copyrights or trademarks
 - 9.1.8 Violates any of Mountain View County's policies or procedures
 - 9.1.9 Addresses employment or personnel issues
 - 9.1.10 Brings the County brand into disrepute

10 Support

- 10.1 The IT Team will support all county-owned equipment entirely. This includes all county software on the phone as well as the device and its phone features. It does not include software that may have been installed by the end-user without IT approval.
- 10.2 For phones or smartphones not owned by the county, the IT Team will support only County email, calendar and contacts along with County provided apps. Phone or application problems beyond the County tools are the responsibility of the user. At this point, depending on the operating system version, Android devices may or may not work with county systems.

11 Information and Protection of Privacy

- 11.1 Electronic documents should be stored in a location with security suitable to the contents of the document. Documents containing sensitive, personal, or proprietary information must be stored so that only Users that require access may access them.

12 Disclaimer

- 12.1 Mountain View County would like to provide the following disclaimer:

“While Mountain View County endeavours to maintain the currency and accuracy of information published via electronic media, the information is subject to change. It is advisable that Users ascertain the currency of information immediately prior to use. Mountain View County disclaims all responsibility for any loss or damage which may arise from the use of social media. Links to external websites and Facebook, Twitter or Instagram user accounts, and all other social media accounts, are provided as a convenience to Users and such sites and associated content are not under the control of Mountain View County. The inclusion of any link does not imply endorsement of that website, service or person by Mountain View County. Mountain View County is not responsible for the content or reliability of links, or for any loss or inconvenience arising from their use.”



Mountain View
C O U N T Y

Procedure # 1019-01 Schedule A

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Procedure Title: Technology and Social Media Usage

Procedure No.: #1019-01 Schedule A

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Supersedes Procedure No.: Section H(16)

1. General Guidelines

- 1.1 Each user is responsible for the appropriate care and maintenance of County technology resources
- 1.2 Technology resources will be used for County business purposes only except for incidental and reasonable personal use. Reasonable personal use is defined as use which:
 - 1.2.1 Does not incur significant incremental costs to the County
 - 1.2.2 Does not impact the normal execution of the user's duties and responsibilities
 - 1.2.3 Does not unduly consume limited resources (e.g. bandwidth, storage space, processing capacity)
- 1.3 As there are many County activities that occur outside normal office hours, the County recognizes that there are many positions within the County where the lines between personal life and County responsibilities are blurred. Technology further blurs this line as it allows people to be 'connected' regardless of geography or time. Since user's duties and responsibilities vary it is recognized that when determining reasonable personal use, what is considered reasonable for one user may be considered unreasonable, when considering the circumstances of another user.
- 1.4 MOUNTAIN VIEW COUNTY reserves the right to capture, access, review or delete any information transmitted, received or stored on County technology. Users should have no expectation of personal privacy when using County technology. Authorized employees may need to view electronic information for legitimate business purposes, and thereby may intentionally or inadvertently view information stored on technology assigned to you or in files managed by you. Monitoring may occur, to ensure compliance with this policy. All system users are expected to exercise sound judgment.
- 1.5 As with all personal information, users should take appropriate measures to protect the security and confidentiality of personal information that is stored electronically.
- 1.6 Devices should be password protected and locked when not in use. Passwords should be changed on a regular basis.
- 1.7 Information gathered and stored for the purposes of Mountain View County such as audio, pictures, or text is considered an official record. Such information should be treated as appropriate in keeping with records management policies and procedures.

- 1.8 County data should be handled with care using appropriate measures so that it is not exposed to unauthorized use or access by individuals either within or outside the organization.
- 1.9 Use of Social Media on County or personal devices while at work should be limited to personal time and appropriate breaks, and should not reference County decisions, programming or other activities unless otherwise approved by Communications or their designates in consultation with the appropriate supervisor.
- 1.10 Users must take great care when extending access rights on their email account (including email, calendar, tasks, etc.) to other users. Such proxy access must be in keeping with 1.5 above, and shall be used as follows:
 - 1.10.1 A Director, Manager or Supervisor may grant access to another Director, Manager or Supervisor, as well as the following positions: Executive Assistant, Administrative Assistant Corporate Services, Administrative Assistant Legislative Services, Administrative Assistant Operational Services, Administrative Assistant Planning and Development.
 - 1.10.2 A staff member may grant access to their email to another staff member in an acting capacity, or as approved by their manager.
 - 1.10.3 A Director, Manager or Supervisor may direct a staff member to allow proxy access to the staff member's email account by another staff member, or request support from IT to grant such access.
- 1.11 Users who fail to comply with these guidelines are subject to such appropriate measures as may be determined by Management, including but not limited to revocation of technology privileges, discipline, or, where appropriate, termination of employment.
- 1.12 Procedure 1019-01 provides clarification to the policy and procedure. The intent is for guidance and is not intended to limit the broad principles contained in Policy 1019 or Procedure 1019-01 Schedule A.
- 1.13 The County will provide notice to users of any changes to the policy or procedure. If the user does not agree with any changes they must notify the CAO, in writing, within 30 days of receiving the notice.

I certify that I have received, read, understand, and agree to the terms set forth in the Technology and Social Media Us Policy. I further certify that I have received read, understand, and agree to the terms set forth in this accompanying procedure (1019-01 Schedule A). I acknowledge that using the County's technology is a privilege that may be revoked in the sole discretion of MOUNTAIN VIEW COUNTY for any reason, and that access automatically terminates when I leave MOUNTAIN VIEW COUNTY.

Signature

Date

Name

End of Procedure