



Downtown Heritage Perth Business Improvement Area (DHPBIA)

Social Media Policy

Purpose

This policy applies to the use of social media on the platforms provided by the DHPBIA Board of Directors.

The use of social media in all its forms is a viable tool for communications between the Board of Directors of the DHPBIA and its members. The DHPBIA is legally obligated to ensure that all communication discussed on social media platforms available to its members is done so in a positive manner, with dignity and respect.

Scope

The provisions found in this document will apply to, but are not limited to, the DHPBIA Board of Directors, DHPBIA employees or the Town of Perth, committee members; both voting and non-voting, volunteers, general membership, associate membership, and the public.

General Guidelines

1. The Coordinator shall perform the regular duties of the DHPBIA's social media platforms and shall maintain the day-to-day use of social media accounts. Social media administrative access will be given to the DHPBIA Chair, Vice Chair, and individuals approved of by the DHPBIA Board of Directors.
2. The BIA social media platforms should make clear that they are maintained by the DHPBIA and that they follow the DHPBIA's Social Media Policy.
3. The following information will be permitted on social media platforms managed by the BIA:
 - a) Information pertaining to BIA businesses, members, and DHPBIA managed events and activities.
 - b) Information pertaining to public health and safety (i.e., road closures, inclement weather, construction etc.).
 - c) Idea sharing to help the betterment of the DHPBIA and its members.
 - d) Notices of upcoming meetings and events in the DHPBIA.
 - e) Content of Town of Perth Press Releases.

- f) Policies, procedures, and bylaws (or a portion thereof).
 - g) Employment opportunities with the DHPBIA and the Town of Perth.
 - h) Information about municipal services, trends, and technology.
 - i) Communications between the DHPBIA and the community regarding municipal work or projects.
 - j) Frequently asked questions (FAQs).
 - k) Training and education opportunities.
 - l) Links to other BIA administered websites and social media sites.
 - m) Link to sites or services related to the municipality such as the Public Library, Chamber of Commerce, etc.
 - n) Other information the DHPBIA Board of Directors may deem appropriate or necessary from time-to-time.
4. The following information will not be permitted on social media platforms managed by the DHPBIA.
- a) Comments not related to the original topic, including random or unintelligible comments.
 - b) Profane, obscene, violent content, sexual in nature and/or language.
 - c) Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, or national origin.
 - d) Inflammatory or personal attacks.
 - e) Threats to any person or organization.
 - f) Comments in support of, or in opposition to, any political campaigns or ballot measures.
 - g) Solicitation of commerce, including but not limited to advertising of any non-DHPBIA business, members, product, or service.
 - h) Conduct in violation of any federal, provincial, or municipal law.
 - i) Encouragement of illegal activity.
 - j) Content that violates a legal ownership interest, such as copyright of any party.
5. The DHPBIA reserves the right to restrict or remove content that is considered in violation of this policy or any applicable law, and to remove or restrict members who violate this policy from using DHPBIA social media run platforms.
6. The DHPBIA reserves the right to deny access to the DHPBIA run social media platforms for any individual who are found to have violated the terms as set out by this policy.
7. This policy shall be displayed to users, made available on the DHPBIA website, and on social media platforms.
8. This Social Media Policy will be reviewed by the Board each year or as needed for revision.

9. A comment posted by a member or the public on any DHPBIA social media platform is the opinion of the commentator or poster only, and publication of a comment does not express the opinions or the views of the DHPBIA, nor do such comments necessarily reflect the policies of the DHPBIA.

Response to Public Inquiries/Comments

1. The DHPBIA staff/Board members may provide factual responses but not engage in debate regarding comments and inquiries that are generated by the public because of content posted on the DHPBIA website or social media platforms.
2. The DHPBIA Board of Directors will determine when exceptions to this policy are required and will vote on each exception.

Disclaimer

1. The DHPBIA is not responsible for comments made by followers or members on its website or social media platforms. The DHPBIA reserves the right to remove any content that is deemed inappropriate for any reason and at any time. Third-party social media platforms are private businesses with their own terms of service and privacy policies. The DHPBIA does not accept any responsibility for the operation of third-party social media sites and is unable to guarantee the privacy of individuals who access content provided to such sites by the DHPBIA.