



POLICY AND ADMINISTRATION MANUAL	REFERENCE NUMBER: C58
SECTION: COUNCIL POLICY	POLICY TITLE: SOCIAL MEDIA COMMENT POLICY

## 1. PURPOSE

- 1.1. The Municipality of the District of Argyle uses social media to share important information, highlight community events, and engage with residents. This policy outlines how we manage comments on our official social media platforms to maintain a safe, respectful, and inclusive online environment.

## 2. SCOPE

- 2.1. This policy applies to all official social media accounts operated by the Municipality of the District of Argyle, including but not limited to:
- Facebook: @munargyle
  - Instagram: @munargyle
  - Twitter/X: @munargyle
  - YouTube and any future platforms adopted by the Municipality
- 2.2. It covers comments, replies, direct messages, and any other form of public interaction on these platforms. The policy applies to all users who engage with our content, including residents, visitors, organizations, and other stakeholders.

## 3. COMMENT GUIDELINES

- 3.1. We encourage respectful dialogue and welcome your comments, questions, and feedback, including critical perspectives on municipal decisions, services, or priorities.
- 3.2. Constructive criticism directed at the Municipality is welcome and valued as part of open government. However, to maintain a respectful and safe space for all, please note the following:
- 3.3. **Disallowed Comments (May Be Removed):**
- Hate speech, discriminatory or harassing language
  - Personal attacks, bullying, or targeted defamation
  - Threats of violence or encouragement of illegal activities
  - Profanity, obscene, or sexually explicit language



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- Personal or confidential information (e.g., phone numbers, addresses)
- Spam, repetitive posts, trolling, or unauthorized commercial advertising
- Copyrighted materials shared without permission
- Disinformation (deliberately false claims)
- Deliberately misleading claims that could compromise public safety or significantly disrupt civil discourse
- Impersonation of another individual or organization
- Critical or accusatory statements targeting individuals, businesses, or community organizations not affiliated with the Municipality
- Off-topic comments that do not relate to the original post or discussion

*Note: Comments that criticize or question the actions of the Municipality are permitted and encouraged as part of open dialogue. However, posts may be moderated or removed if they undermine public safety, spread harmful rumours, disrupt civil discourse, or single out private third parties (such as individuals, businesses, or organizations) in a negative or accusatory manner. This is to maintain public trust, fairness, and a respectful environment for all.*

#### **3.4. Examples of disallowed comments include:**

- "Business X is corrupt and stealing from people."
- "Councillor Smith doesn't care about seniors." (when referring to a private individual)
- "The water is contaminated—don't drink it!" (when untrue)
- "The Municipality is closing all parks tomorrow!" (if false or unconfirmed)
- "You people are useless and lazy!"
- Fake quotes attributed to staff or councillors
- Altered images or out-of-context video clips

#### **3.5. Examples of allowed comments (even if critical):**



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- “I’m disappointed with the recent road maintenance—can the Municipality provide an update?”
- “I don’t agree with the budget decision, but I appreciate the public consultation.”
- “Why is there a delay in trash pickup? It’s been inconsistent lately.”

#### 4. COMMENTING AVAILABILITY

4.1. The Municipality of Argyle reserves the right to limit or disable commenting on specific social media posts when necessary. This may include—but is not limited to—posts related to:

- Emergency communications or public safety updates
- Ongoing investigations or legal matters
- Content that has the potential to attract high volumes of misinformation or harmful discourse
- Commemorative, ceremonial, or sensitive subject matter

4.2. Disabling comments is not done to avoid public input, but to preserve the integrity of municipal communication, protect individuals and groups from harm, and maintain respectful online spaces. Comments may remain enabled on other posts where public discussion is appropriate and can be effectively moderated.

#### 5. MODERATION PROCESS

5.1. Comments will be reviewed during business hours of Monday–Friday, 8:00 a.m.–5:00 p.m. Posts that violate this policy may be removed without prior notice. Repeat violations may result in the user being blocked or restricted.

#### 6. APPEALS & INQUIRIES

6.1. If you feel your comment was removed unfairly or your account was restricted in error, please contact by email at [comms@munargyle.com](mailto:comms@munargyle.com). Appeals will be reviewed by staff who will assess the issue based on this policy and provide a written response. We aim to respond within 5 business days.



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## 7. LEGAL DISCLAIMER

- 7.1. The Municipality of the District of Argyle is not responsible for comments or content posted by users on its social media channels. User-generated content does not necessarily reflect the views or positions of the Municipality.
- 7.2. By engaging with our social media pages, you agree to follow this comment policy. The Municipality reserves the right to update or revise this policy at any time without notice.



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Chief Administrative Officers' Annotation for Official Policy Record	
Date of Notice to Council Members of Intent to Consider (7-days minimum)	
Date of Passage of Current Policy	
I certify that this policy was adopted by Council as indicated above.	
_____ Warden	_____ Date
_____ Chief Administrative Officer	_____ Date