



Social Media Policy
During An Election
Campaign
For
Members Of Council
Seeking Re-Election

*Adopted by Toronto City Council
at its meeting on
February 19 and 20, 2014*



Policy On Use of Social Media During the 2014 Election Campaign

Adopted by Toronto City Council at its meeting on February 19 and 20, 2014

DEFINITIONS

"Social Media" refers to freely accessible, third party hosted interactive web technologies used to produce, post and interact through text, images, video, and audio to inform, share, promote, collaborate or network.

"City Resources" means any City facilities, equipment, supplies, services, or other resources of the City, including the City's email address, email network, website, and City employees.

"Campaign purposes" means an activity by or on behalf of a candidate, political party or question on a ballot meant to elicit support during the election period.

"2014 Election Campaign" begins on January 2, 2014 and ends on voting day on October 27, 2014.

POLICY

1. Use of City Resources

If a Member of City Council uses any social media account for campaign purposes, such account must not be created or supported by City resources, or use the City of Toronto logo.

2. Identifying Social Media Accounts for Campaign Purposes

To avoid confusion with any social media accounts used for Council Member work, Council Members who choose to create or use social media accounts for campaign communications must include, for the duration of the campaign, a clear statement on each campaign account's home page indicating that the account is being used for campaign purposes.

3. Use of Personal Resources for Campaign Purposes

Social media accounts used for campaign purposes must utilize personal cell phones, tablets and/or computers.