

## **Social media policy**

### **Scope**

Social media is communications technology that can encourage effective interaction and discussion with stakeholders. The Public Utilities Board (PUB) will consider using such tools as:

- Social networking sites - Facebook
- Video and photo sites - YouTube
- Microblogs - Twitter
- Other platforms, to be determined

### **Purpose**

The PUB will use social media platforms to:

- educate and inform
- consider alternative viewpoints
- learn about the community and its needs
- promote discussion (with a view to finding solutions)
- promote events, new publications, and other materials
- promote the PUB's mandate
- reach a wider, more diverse audience
- disseminate time-sensitive information as quickly as possible

Social media platforms will complement the PUB website, and where possible, direct users back to the PUB website for in-depth information, forms, or other documents.

### **Moderation**

The PUB social media sites will be monitored regularly during regular business hours.

Respectful commentary, opinions, questions, and responses related to the topic under discussion are welcome. The PUB cannot commit to responding to all comments received on its social media sites, but will reply to questions and take part in discussions whenever possible.

The PUB reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law. The following will not be allowed:

- abusive, obscene, indecent or offensive language
- defamatory, harassing, hateful remarks or accusations against individuals or organizations
- comments that are discriminatory on the basis of race, national or ethnic origin, age, creed, gender, marital status, socio-economic status, physical or mental disability or sexual orientation
- sexual content or links to sexual content
- comments containing solicitations, advertisements, announcements, or endorsements of any commercial, financial, labour or political organization
- excessive links and code
- posts revealing too much personal information
- complaints relating to any PUB regulated Crown corporations, utilities or services (please see our website for instructions on how to make a formal complaint)

- posts not topically related to the particular site or material being commented on
- posts that are repetitive or are considered spam, such as the same comment being posted repeatedly

### **Use and Liability**

By submitting content, users are giving the PUB permission to use and distribute this content in our print and online publications.

The PUB is not responsible for the accuracy, completeness, timeliness or reliability of content posted by others. If a third party uses this content, they will agree to indemnify and hold harmless the PUB from all third party claims, demands, actions or costs arising out of use of these sites.