



## **Social Media Terms of Use Guidelines Process Document**

### **Background**

The 519 recognizes that that social media are important tools for communicating and engaging with the public and the communities we work with. The 519 is committed to promoting respectful conduct on-line and advancing our mandate. This extends to any and all of The 519's online properties and accounts, including Facebook, Instagram, Twitter, LinkedIn, Eventbrite, and any other social media platform The 519 has or may have a presence on.

In order to provide online spaces that are as fair, open and engaging and aligned with our mandate, we expect that all users of The 519 social media sites abide by the following Terms of Use.

### **Procedure**

The following outlines the process to restrict or block individuals or groups who violate The 519's Terms of Use Guidelines:

1. When a comment that may violate the Terms of Use is posted to one or more posts on any social media channel, it will be reviewed by the Director (or designate) responsible for communications. If in their judgment it does violate the Terms of Use The 519 will send a response outlining, or linking to, the Terms of Use. Once that response has been provided, The 519 will hide the comment(s) from public view. At the discretion of the Director (or designate), individuals may have their posting privileges blocked or limited immediately.
  - a. Sample text: "Your comment violates The 519's Social Media Terms of Use. It will be hidden. If you decide to post another comment in violation of these policies, your account may be blocked."
2. If this person chooses to respond to the now-hidden comment with further comments that violate the Social Media Terms of Use, they will again be directed to The Terms of Use.
  - a. Sample text: "The 519 has a Social Media Terms of Use for its social media accounts which everyone is expected to adhere to in order to comment on our social media platforms. You can review the policies here: [link to policies]."
3. If this person chooses to post another comment in violation of the Terms of Use, the content will be assessed and further steps will be taken including but not limited to blocking or limiting the account from interacting with The 519 on that social media platform. Their account name and comments made will be documented for reporting

## **Social Media Terms of Use Guidelines Process Document**

and trend monitoring. This information will be reported out in aggregate form as part of the annual Strategic Communications reports.

4. In the event of very serious threats or violations that include threats against employees and or the community, these will be escalated immediately to the Director, (or designate) to determine whether additional action is required including possibly notifying the Joint Occupational Health and Safety committee, the senior leadership team, Executive Director, Toronto Police Services, City of Toronto Corporate Security, Board of Management and any other relevant party for additional action.
5. Complaints and or appeals about moderation decisions will be managed via the 519's Complaints Policy. All complaints will be dealt with in a timely manner while considering the seriousness of the complaint, impact of the issue on community/individual, and organizational resources please see The 519 Complaints policy.