

SOCIAL MEDIA

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AUTHORITY

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PURPOSE

To provide direction for the use of social media by the Office of the Toronto Ombudsman.

INTRODUCTION

Social media play an important role in communicating and engaging with the public. It has become commonplace for the public to expect access to officials through a variety of channels, most notably Twitter. Access over social media is generally expected to be less formal and quicker than traditional communication channels. The Ombudsman uses social media to provide this access and share information of interest to the office's work and/or issues of fairness with the public. .

POLICY STATEMENT

Social media are to be managed by the Ombudsman or a delegate. All tweets and posts must be approved by the Ombudsman before they are published. Tweets and posts should not be considered in any way binding or as an authoritative source of law, policy, advice or guidance from the Ombudsman. Content can include information, quotes, photos or videos related to the Ombudsman mandate and activities, for example, links to news releases, reports, newsletters, presentations; notices of outreach, community and holiday events; and links of general interest or links to relevant information produced and published elsewhere.

PROCEDURES

Complaints

The Ombudsman will not take complaints through social media. The Ombudsman will not respond to requests for advice on social media, except to direct people to the website for further information.

Sharing

The decision to post, tweet, re-post, or re-tweet should not be taken as an endorsement of any kind.

Following

Following a particular user does not imply endorsement of any kind.

Blocking

The Ombudsman will take steps to remove or block a follower who posts or tweets material that is offensive and reflects or includes the following (but not limited to):

- Racist, hateful, sexist, homophobic, slanderous, insulting, life-threatening messages;
- Abusive, aggressive, coarse, vulgar, violent, obscene, or pornographic comments;
- Messages that encourage or suggest illegal activity; and
- Spam

Accounts

All social media accounts (user names and passwords) are to be managed by the Ombudsman or a delegate. The official Ombudsman Twitter account is @TO_Ombuds. Other accounts may be set up as necessary at the sole discretion of the Ombudsman.

Availability

The Ombudsman or a delegate will monitor and update social media during regular office hours from Monday to Friday, and will attempt to respond to tweets and posts as quickly as possible and as appropriate. The frequency of posts and tweets may vary.

Accessibility

When possible, the Ombudsman will post or tweet content that is accessible. Social media are third party platforms and are not subject to the Government of Canada policies for Web accessibility.