

## **Essex County Accessibility Advisory Committee (ECAAC) Facebook Terms of Use**

### **Introduction**

Facebook is a social networking platform which allows users to share news and information, photos, video, and also allows public and private communication between its users.

With the exception of private messages exchanged between users, all messages (or 'wall posts') are public and visible to all for review, comment and sharing.

### **Availability**

ECAAC updates and monitors its Facebook page during office hours, 8:30am – 4:30pm Monday to Friday. Facebook may occasionally be unavailable and we accept no responsibility for lack of service due to Facebook downtime.

### **'Liking' pages**

The ECAAC does not automatically 'like' organizations or individuals who like it.

The ECAAC may 'like' relevant organizations including government agencies, organizations in the Health sector and other parties where there is a clear link in communicating and receiving information. Being 'liked' by the ECAAC does not imply endorsement of any kind.

### **Privacy**

The ECAAC does not capture or record the contact details of parties following its Facebook accounts. Any information identified or deemed confidential or private is treated in accordance with the County of Essex's Privacy Policy.

### **Replies to comments and messages**

The ECAAC welcomes feedback and ideas from its followers.

All comments and private messages are read, and where appropriate, captured to ensure that any emerging themes or helpful suggestions are forwarded to the relevant people.

Where the ECAAC is not able to reply individually to messages/comments received via Facebook and where common topics and requests exist, the ECAAC may issue a general notification to all parties. The usual ways of contacting the ECAAC for official correspondence are detailed in the Accessibility section of the County website.

### **Posting and Comment Policy**

The ECAAC reserves the right to remove inappropriate posts and comments from its wall. Inappropriate posts and comments can consist of spam, vulgar language, solicitations and other inappropriate content as decided by the ECAAC. In the case that an inappropriate comment is made, the ECAAC will remove the post and send a message to the user with an explanation of why their post was inappropriate. If the user continues to post inappropriate material, the ECAAC reserves the right to ban the user from the corresponding page.

### **Posting Topics**

The ECAAC believes that Facebook posting should adhere to the following:

- Tips and helpful information
- Local fundraisers of charitable organizations related to accessibility or disability
- Articles of interest (credible journals, newspapers, etc.)
- Inspirational videos
- Local services/organizations and what they do.
- How to's
- Showcase the work of the committee
- How to apply for grants (gas tax rebates, etc.)
- Any items of correspondence of interest from committee meetings

- Call to actions/engagement (AODA alliance information, post surveys - what would the public like to see from the committee work, etc.)

The committee also decided the Facebook page should NOT include:

- Listings for buying or selling.
- No personal jokes.
- No biases or discriminatory articles/remarks.

**Other**

All of the members of the ECAAC will have access to the ECAAC's Facebook page for posting and sharing.

## **County of Essex Twitter Terms of Use**

### **Introduction**

Twitter is a 'microblogging' platform which allows users to post and exchange short messages (up to 140 characters in length) and converse publicly with other users via a mobile phone or web browser. Twitter allows users to share links to online information, publish photographs and share other media such as video. With the exception of direct messages exchanged between users, all messages (or 'tweets') are public and visible to all for review, comment and sharing.

### **Availability**

County of Essex updates and monitors its Twitter accounts during office hours, 8:30am – 4:30pm Monday to Friday. Twitter may occasionally be unavailable and we accept no responsibility for lack of service due to Twitter downtime.

### **Following**

The County of Essex does not automatically follow organizations or individuals who follow it. The County may follow relevant organizations including government agencies, organizations in the Health sector and other parties where there is a clear link in communicating and receiving information. The Communications department will generally not follow individuals unless they are known in a professional capacity and satisfy the business rule above. Being followed by the department does not imply endorsement of any kind.

### **Unfollowing**

As part of account maintenance and monitoring, the County shall regularly review accounts it is following. This may result in unfollowing accounts.

### **Lists**

In the interest of organizing our followers into meaningful categories and providing the public with useful industry and topic information, the department may create publicly viewable lists of organizations following its twitter accounts. Inclusion on lists does not imply endorsement of any kind. Should an organization not wish to be included on a list created by the department, it may request to be removed from the list by sending a direct message to the relevant department twitter account.

### **Privacy**

The County of Essex does not capture or record the contact details of parties following its Twitter accounts. Any information identified or deemed confidential or private is treated in accordance with the County of Essex's Privacy Policy.

### **@Replies and Direct Messages**

The County of Essex welcomes feedback and ideas from its followers. Each account reads all @replies and Direct Messages and ensures that any emerging themes or helpful suggestions are forwarded to the relevant people in the department. Where the department is not able to reply individually to messages received via Twitter and where common topics and requests exist, the County of Essex may issue a general notification to all parties. The usual ways of contacting the department for official correspondence are detailed in the "Contact Us" section of the County website.

### **Hashtags (#)**

It is a convention among Twitter users to distinguish content using semantic tags (keywords), preceded by a # sign. This enables users to search and filter information based on keywords and share information more meaningfully. Hashtags also allow users to quickly identify 'trending' topics (as displayed on the Twitter.com homepage).

The department will use hashtags when:

- Appropriate for content;
- Supporting a partnering organizations campaign;
- Creating a new County of Essex campaign;

- Providing live coverage of events (live-tweeting), and;
- Providing emergency communications.

**Re-tweeting**

The department actively seeks opportunities to re-tweet content that contributes to the dissemination and exchange of useful information about the County of Essex and related topics.