

TOWN OF LADYSMITH SOCIAL MEDIA GUIDELINES



The Town of Ladysmith values the opportunity for dialogue on our social media channels, but we reserve the right to remove any comments and block users who do not adhere to the following criteria:

- ✗ Posts must not be discriminatory, hateful, defamatory, or obscene.
- ✗ Posts must not contain personal attacks, a harassing tone, or be used for personal gain or self-promotion.
- ✗ Comments should be relevant to the topic or subject and not be used for solicitation or advertisement of any non-governmental organization, product, or service.
- ✗ Comments from anonymous or fake accounts will not be tolerated.
- ✗ Comments that provide misinformation or disinformation will be removed.

While our forums are open, our space is family friendly and anyone who violates these guidelines may be prevented from accessing the Town's social media channels.

Please note that our communication team is small and that our accounts are not monitored 24/7. However, when time permits, our communications team will do its best to provide timely information and respond, when necessary, to ensure that accurate information or resources are provided.

During periods when there are high volumes of comments and feedback, we may not be able to respond to every comment on our social media channels.

Members of the media who need immediate information are asked to contact Nicholas Pescod, the Town's communications and engagement specialist, at npescod@ladysmith.ca or 250-245-6404.