**Guidelines on the Use of Social Media at Statistics Canada**

Social media is rapidly becoming an important communication vehicle for the Government of Canada. Statistics Canada is using Twitter, Facebook and YouTube.

Because official social media accounts used by Statistics Canada present the views of the Agency to the public, responsibilities and governance are clearly defined to ensure a coordinated approach is taken in all social media communications.

**1. Objectives**

The objectives of these guidelines are to:

* Define the governance, roles and responsibilities within Statistics Canada with respect to the official use of social media platforms.
* Establish a process to submit content for posting on Statistics Canada’s official social media accounts.

**2. Roles and Responsibilities**

**2.1 Communications and Dissemination Committee**

Statistics Canada’s presence in social media is governed by the Communications and Dissemination Committee. This committee reports to the Policy Committee.

**2.2 Communications Division**

All Statistics Canada’s official social media accounts are under the responsibility of the Director of Communications Division. They are managed by the Outreach and New Media Section. The Section:

* Ensures that social media initiatives are consistent with various internal policies, principles and best practices and are compliant with other applicable legislative and policy requirements (e.g. official languages, information management, privacy).
* Develops content and maximizes Statistics Canada’s presence on social media platforms in collaboration with subject matter divisions.
* Monitors Statistics Canada’s official social media accounts.
* Engages with Canadians when appropriate, according to an approved protocol (see [Appendix A](http://icn-rci.statcan.ca/31/31d/31d_017a-eng.htm)). The protocol identifies standards and escalation procedures for comments and questions related to Statistics Canada, its activities, programs, products and services.
* Manages the [Web2Social](http://icn-rci.statcan.ca/32/32_000-eng.htm) service and provides monthly reports to subject matter areas to evaluate the success of their social media activities.
* Educates employees and raises awareness to ensure a consistent and optimal approach to Statistics Canada’s social media presence.

**2.3 Subject Matter Divisions**

Subject matter divisions are responsible for the identification and approval of content (in their respective subject areas) to be posted on Statistics Canada’s official social media accounts. Divisions must consult with Communications Division to ensure that a coordinated approach is taken when communicating with the public.

Also, when submitting content through [Web2Social module](http://icn-rci.statcan.ca/32/32_000-eng.htm) for posting in Statistics Canada’s official social media accounts, subject matter managers and specialists are responsible for:

* Writing, editing and translating their content.
* Ensuring the accuracy and reliability of their messages.
* Demonstrating that approval from their director has been received.

**2.4 Statistics Canada Employees**

Employees who use social media for personal or professional networking purposes are required to comply with the [Social Media Guidelines for Employees](http://icn-rci.statcan.ca/31/31d/31b_018-eng.htm).

**3. Posting Content on Statistics Canada’s Social Media Accounts**

Subject matter divisions can submit content for publication on Statistics Canada’s official Twitter, Facebook and YouTube accounts. To submit content, visit the [Web2Social module](http://icn-rci.statcan.ca/32/32_000-eng.htm) on the ICN.

Web2Social is a corporate service offered by Communications Division to support subject matter divisions in the dissemination of information to Canadians.

The Web2Social team also provides subject matter divisions with periodic reports to help measure the success of their social media activities.

**4. Contact Information**

For more information on the use of social media at Statistics Canada, please contact the Web2Social team.

**5. Related Legislation and Policies *(available on Network B only)***

**5.1 Legislation**

[*Access to Information Act*](http://laws-lois.justice.gc.ca/eng/acts/A-1/index.html)
[*Library and Archives Act*](http://laws-lois.justice.gc.ca/eng/acts/L-7.7/)
[*Official Languages Act*](http://laws-lois.justice.gc.ca/eng/acts/O-3.01/)
[*Privacy Act*](http://laws-lois.justice.gc.ca/eng/acts/P-21/)

**5.2 Policies**

[*Communications Policy of the Government of Canada*](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316)
[*Federal Identity Program Policy*](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12314)
[*Policy on Official Languages*](http://icn-rci.statcan.ca/31/31a/31a_022-eng.htm)
[*Policy on Access to Information*](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12453)
[*Policy on Information Management*](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12742)
[*Policy on Privacy Protection*](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12510)
[*Policy on the Use of Electronic Networks*](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12419)
[*Values and Ethics Code for the Public Service*](http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/TB_851/vec-cve-eng.asp)