

Town of Banff Social Media Terms of Engagement and Comment Policy

The Town of Banff welcomes comments and discussion on our social media channels to help increase awareness and understanding of our municipal government's services, programs and activities, and to foster constructive dialogue about our small townsite within Canada's first national park.

Our communications team monitors social media comments relating to our municipal organization and Town issues, for the purposes of responding to questions and informing residents and visitors about our organization and the Banff townsite.

We strive to respond to relevant questions and comments in a timely matter, but because we cannot engage in all conversations, we reserve the right to use our judgment in choosing which messages or comments we reply to.

By contacting or contributing to a Town of Banff social media channel, users agree to be respectful of our staff and others engaging in comments. Our social media channels include Twitter, Facebook, Instagram, Vimeo, YouTube and TikTok. These platforms have their own community guidelines and policies that people must follow.

We encourage comments to the Town's public social media channels to be constructive, helpful or insightful.

The Town of Banff will not respond to comments/posts/messages, and we may delete such comments on social media accounts under the Town's management, of the following nature:

- Comments not topically related to the Town's services or programs
- Comments not relevant to the topic of the Town's post on which the comment was made
- Factually inaccurate or misleading comments
- Comments that are offensive to an individual or organization, profane, hateful or defamatory, threatening, insulting, rude, abusive, aggressive or violent
- Content that promotes, fosters or perpetuates discrimination on the basis of background, national or ethnic origin, religion, creed, age, gender, gender identity, marital status, appearance, socio-economic status, physical or mental ability, or sexual orientation
- Sexual content or links to sexual content
- Messages for advertising/marketing purposes
- Messages that contain spam

- Messages that conduct or encourage illegal activity
- Messages that invade personal privacy
- Information that could compromise public safety or security, or Town operations
- Content that may violate legal ownership interest of any other party, such as through copyright material
- Unintelligible or irrelevant messages
- Messages that impersonate or misrepresent someone else, including public figures, Town of Banff staff or officials
- Messages that we feel will not contribute to constructive flow of conversation, dialogue or debate.

Violation of these terms of engagement may result in deleted comments, limited, blocked and/or reported users. It is at the Town of Banff's sole discretion which content is objectionable. We reserve the right to edit or remove posts we deem inappropriate.

We will remove any post that provides any non-public information about the Town of Banff or personal information about its employees.

Users that submit or post content to the Town of Banff managed social media channels are implicitly agreeing to the following:

- Users must not post links that contain any spyware, virus or malware.
- Your personal information you post may be collected by the Town of Banff under the authority of section 33(c) of the FOIP Act and may be used by the Town to re-post on our social channels. You agree to grant the Town an irrevocable non-exclusive, royalty-free, sub-licensable, transferrable license to use, publish, alter, edit, reproduce, create derivative works from, and display the content post/submission in connection with the operations of the Town of Banff.
- You must only submit content that you have created or otherwise have the right or consent to post from the relevant third party or parties.
- You must have permission to use the name and/or likeness of each identifiable individual in your submissions.

The views expressed by outside contributors do not represent the views of the Town of Banff or its employees. We do not endorse comments to our channels, nor is the Town of Banff responsible for any comments and we disclaim any and all liability for the content of comments.

We reserve the right to modify this policy at any time.