



Committee of the Whole

Meeting Date: March 26, 2025

Submitted by: Marcia Ivanic, Manager of Legislative Services / County Clerk

Subject: Use of Social Media for Business Purposes Policy

BACKGROUND:

Social media plays a vital role in Middlesex County's communication strategy, providing timely updates and engaging with residents through various digital platforms.

Legislative Policy 6.01 governs the use of social media by Middlesex County for official business purposes, including criteria for authorizing new accounts, expectations for social media management, and compliance with corporate policies. The policy currently lists X (formerly Twitter) as an approved platform.

Due to concerns about X's reliability, accountability, and content moderation policies, many municipalities have discontinued their use of the platform. Middlesex County has also observed declining engagement on X compared to other social media channels, such as Facebook, Instagram, and LinkedIn. In response, staff recommend revising Legislative Policy 6.01 to remove X as an approved platform and ensure County resources are allocated to more effective communication channels.

ANALYSIS:

A review of Legislative Policy 6.01 was conducted, and necessary revisions were made to ensure alignment with Middlesex County's commitment to responsible and transparent communication. The updated policy will:

- Remove X (formerly Twitter) as an Approved Platform: Middlesex County will no longer maintain an official presence on X.
- Prioritize High-Engagement Platforms: The County will continue to focus on Facebook, Instagram, LinkedIn, and its website, where engagement is significantly higher.
- Support Strategic Digital Communications: The revisions ensure that staff time and resources are directed toward platforms that provide the most effective communication with residents and stakeholders.




- Maintain Compliance with County Communication Policies: The policy updates align with the County's broader communication strategy, which emphasizes accessibility, inclusivity, and responsible public engagement.

FINANCIAL IMPLICATIONS:

None.

ALIGNMENT WITH STRATEGIC FOCUS:

This report aligns with the following Strategic Focus, Goals, or Objectives:

Strategic Focus	Goals	Objectives
Cultivating Community Vitality 	Advance a diverse, healthy, and engaged community across Middlesex County	<ul style="list-style-type: none"> • Promote and support community wellness • Innovate social and community services • Attract, retain, and engage youth in our community
Strengthening Our Economy 	Encourage a diverse and robust economic base throughout the county	<ul style="list-style-type: none"> • Create an environment that enables the attraction and retention of businesses, talent, and investments • Attract visitors to Middlesex County
Promoting Service Excellence 	Innovate and transform municipal service delivery	<ul style="list-style-type: none"> • Anticipate and align municipal service delivery to emerging needs and expectations • Engage, educate and inform residents, businesses, and visitors of county services and community activities • Build organizational capacity and capabilities

RECOMMENDATION:

THAT the Use of Social Media for Business Purposes Policy report be received for information;

AND THAT the revisions to the Social Media for Business Purposes Policy (Legislative Services Policy 6.01) be approved.

Attachment: Legislative Services Policy 6.01 - Revised