CAMERON KROETSCH
WARD 2 COUNCILLOR
For the Heart of Our City

City Hall 245
71 Main Street West
Hamilton ON L8P 4Y5

Cameron.Kroetsch@hamilton.ca
(905) 546-2197
ward2hamilton.ca

SOCIAL MEDIA CODE OF CONDUCT

Principles

My social media accounts, posts, and pages are my own. I'm not only responsible for the content I publish on social media but the content that's published by others. My accounts, posts, and pages are community spaces and through their creation I've implicitly agreed to moderate their content. I take that responsibility seriously and I moderate their content personally.

In an effort to foster mutual respect, clear expectations, and care in our online communities, I ask that all engagement, including any disagreements or criticism, be constructive and respectful. Critical comments are expected and can be helpful, but this Code of Conduct has been put in place to deal with commentary that includes personal attacks, harmful threats, or inappropriate language that causes harm. Any action I take will be at my sole discretion.

I have an obligation to respond to Ward 2 residents who contact my office directly in good faith and I take that obligation seriously but it does not extend to social media spaces, though I do try to respond when I'm tagged on social media or when someone asks me a question on a social media platform where I maintain an active presence.

That being said, I can't commit to personally replying to direct messages on social media. Anything you need to communicate to my office can be done by sending an email or making a phone call using my official contact information.

Definitions

Anonymous accounts are social media accounts or identities that are not easily connected to a real person, do not feature a real image of a person, or otherwise obscure the identity of a person.

Anonymous posts are posts on social media either not associated with a screen name or use an unidentifiable pseudonym. These are common on Facebook.

Whataboutism is a style of posting that attempts to distract from the main point of an original post by pointing to something else, sometimes called post or thread hijacking.

Misinformation is incorrect or misleading information.

Disinformation is false information deliberately spread to deceive people or misinformation that is shared repeatedly even when the person sharing that information knows the information to be incorrect or misleading.

Code of Conduct

For clarity, the following rules will govern our mutual use of the social media spaces I've created to communicate with residents as their Ward 2 Councillor.

1 - Content that is hateful, racist, xenophobic, homophobic, transphobic, sexist, or otherwise violates the Ontario Human Rights Code will be deleted and accounts posting this content will be blocked.

2 - Content that is defamatory, derogatory, violent, or incites violence will be deleted and accounts posting this content will be blocked.

3 - Content that is threatening, abusive, or harasses City of Hamilton staff will be deleted and accounts posting this content will be blocked.

4 - Anonymous content will be deleted and anonymous accounts will be blocked.

5 - Disinformation will be deleted and accounts posting this content will be blocked.

6 - Misinformation and whataboutism will be deleted.

Appeals Process and Reporting

Mistakes can happen and learning how to use social media is an important part of being civically engaged. To that end, I will consider requests related to accounts that have been blocked. I will not consider requests related to content that has been deleted if it violated the Code of Conduct. Those decisions are final and not subject to appeal.

If your account has been blocked by me and you'd like to appeal that decision, please send an email to Cameron.Kroetsch@hamilton.ca with as much information as possible, including any links or screenshots.

If you'd like to report an account or post that you think violates this Code of Conduct, please send an email to Cameron.Kroetsch@hamilton.ca with as much information as possible, including any links or screenshots.

Otherwise, if you have any City related questions, concerns, or requests that you would like my office to respond to, please email the Ward 2 Team directly at Ward2@hamilton.ca or call us at (905) 546-2197. If you would like the Ward 2 Team to follow up on something you have posted on social media that you are concerned we may have missed, please include a link to your post in the email you send to us.

Links to Active Social Media Accounts

- Facebook - https://www.facebook.com/cameronkroetsch
- Instagram - https://www.instagram.com/cameronkroetsch
- Bluesky - https://bsky.app/profile/cameronkroetsch.bsky.social
- TikTok - https://www.tiktok.com/@cameronkroetsch
- Reddit - https://www.reddit.com/user/CameronKroetsch/

Updates to this Document

As the Ward 2 Team reviews and receives feedback on this document, we will amend it and make changes as necessary. When we do that, we'll update the information below.

Document created - October 6, 2023
Document last updated - November 20, 2026