

Approved by Council: September 24, 2018:

SOCIAL MEDIA POLICY

BACKGROUND

Social media is a tool to engage and communicate with the public.

The Town of Redcliff supports the use of social media to:

- further the strategic direction and goals of the organization,
- engage the public,
- supplement regulatory advertising requirements,
- receive feedback from the public,
- inform and educate the public,
- receive requests for services,
- receive reports on issues,
- promote the Town of Redcliff as a favorable place to live, work, and play.

The purpose of this policy is to establish guidelines for the use of social media by employees and/or elected officials posting on behalf of the Town of Redcliff.

“Social Media” refers to online e-technologies used to share opinions and information, promote discussion, and build relationships. There are a variety of different platforms and formats within social media including, but not limited to, the following:

1. Micro-blogging (Twitter, etc)
2. Blogging (Blogger, Wordpress, TypePad, and other non-branded platforms, etc)
3. Video sharing (Youtube, etc)
4. Photo sharing (Flickr, Picasa, Photobucket, Instagram, etc)
5. Document sharing (Google docs, Slideshare, etc)
6. Bookmarking (dig, reddit, etc)
7. Social Networking (Linkedin, Facebook, MySpace, Twitter, etc)
8. Forums
9. Wikipedia
10. Geo-mapping (Googlemaps, Bingmaps, etc)

“Posting” refers to the communication sent out on behalf of the Town of Redcliff through social media. Posting communication types may include words, images, video, audio, etc.

RESPONSIBILITIES

- a) Municipal Manager
 - i. Administers the policy and procedures;
 - ii. Advises departments in the correct application of the policy and procedures; and
 - iii. Designates (in writing) Town employees who are authorized to be moderators pursuant to this policy.

- b) Department Managers/Directors
 - i. Ensures that all department employees are familiar with the policy;
 - ii. Administers the policy within the department; and
 - iii. Recommends changes in policy and procedures.

- c) Moderator(s)
 - i. Create/edit/delete posts, send/delete messages or comments, create/delete social media accounts; and
 - ii. Ensures the use of social media complies with all approved policies and procedures for the Town.

- d) Employee(s)
 - i. Ensures that their use of social media complies with all approved policies and procedures for the Town.

POLICY

1. Social media will be populated and monitored by the approved moderators.
2. Messages posted to social media will be simple, engaging, and link the reader to further information posted on the Town's website when possible.
3. The Town of Redcliff cannot commit to replying to every comment; however, moderator(s) will make every effort to respond to questions and comments as quickly as possible during regular business hours.
4. The moderator(s) shall not comment on opinions offered by residents but reserve the right to respond to comments that are not factual.
5. The moderator shall not comment on decisions of Council, but rather direct social media users to use official correspondence methods.
6. Each social media platform in use by the Town will include an introductory statement confirming it is maintained by the Town and have appropriate contact information.
7. Each social media platform in use by the Town will include an introductory statement confirming the purpose and scope of the site as well as posting guidelines (where appropriate).
8. The Town of Redcliff website shall remain the primary web presence. Social media sites will be used in conjunction with the Town's website.
9. Posts and comments to and from the Town on social media is subject to the Freedom of Information and Protection of Privacy Act and may be disclosed to third parties.

10. Employees interested in posting to social media on behalf of the Town must make a request to a moderator and outline the need and purpose of the request. The moderator will evaluate all requests for usage, and complete the social media engagement.
11. Elected officials interested in engaging in social media on behalf of the Town must make their request to the Municipal Manager.
12. The IT Systems Analyst will be responsible for maintaining a list of all social media platform application domain names in use, the names of all employee administrators of these accounts, as well as the associated user identifications and passwords currently active.

POSTING GUIDELINES

13. Direct messages and posts will not be considered official correspondence.
14. Direct messages and posts will not be considered official records of public opinion and will not be recorded as such. In some cases, comments may be forwarded to administration for information purposes.
15. The Town will not tolerate comments that are offensive to an individual or organization, rude in tone, or abusive as determined by the Town.
16. Content, comments or links containing any of the following will not be allowed on the Town's social media channels and the Town reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
 - Comments not topically related to the particular social medium article being commented on or to the social media site in general.
 - Slanderous or defamatory remarks, obscene language or sexual content.
 - Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
 - Promotion of commercial services or products other than significant sponsors, affiliations or business partnerships.
 - Comments in support of or opposition to political campaigns.
 - Promotion of illegal activities.
 - Information that may compromise the safety or security of the public or public systems.
 - Content that violates a legal ownership interest of any other party.
 - Content written in a language other than the official languages of Canada.
 - Any other content that the moderator deems unsuitable for the social media site and does not add to the normal flow of information and debate.
17. Should a comment or post contravene any of the guidelines listed above, the moderator shall make a copy of the comment for the record and delete the post. The offending user may be blocked from the Town's social media channels at the discretion of the

moderator in consultation with a Department Manager/Director and/or the Municipal Manager.

18. All content posted by moderators using Town social media must be professional, accurate, and consistent with the Town's policies and meet the Town's visual standards.
19. Moderators representing the Town via social media are expected to conduct themselves at all times as a representative of the Town and in accordance with all Town policies.
20. Employees found in violation of this policy may be subject to disciplinary action within appropriate legislated guidelines and collective bargaining agreements.