

Approved: September 9, 2013

SOCIAL MEDIA POLICY

BACKGROUND

Social media has become an engaging tool to provide additional communication for the purpose of sharing information and encouraging dialogue with citizens. The Town of Redcliff supports the use of social media to further the strategic direction and goals of the organization. Social media provides further tools and channels that can complement traditional communications and marketing methods and mediums that promotes the Town of Redcliff has a favourable place to live, work, and play.

The purpose of this policy is to establish guidelines for the Town of Redcliff's usage and work with social media for its employees, elected officials, and third parties working on behalf of the Town.

POLICY

1. "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
 2. Blogging: Blogger, Wordpress, TypePad, and other non-branded platforms
 3. Video sharing: Youtube
 4. Photo sharing: Flickr, Picasa, Photobucket, Instagram
 5. Document sharing: Google docs, Slideshare
 6. Bookmarking: dig, reddit
 7. Social Networking: LinkedIn, Facebook, MySpace, Twitter
 8. Forums
 9. Wikipedia
 10. Geo-mapping: Googlemaps, Bingmaps
2. Responsibilities
 - a) Municipal Manager
 - i. Approves procedure
 - ii. Administers the policy and procedures; and
 - iii. Advises departments in the correct application of the policy and procedures.
 - b) Department Managers/Directors
 - i. Ensures that all department employees are familiar with the policy;
 - ii. Administers the policy within the department;
 - iii. Recommends changes in policy and procedures.
 - c) Moderator(s)
 - i. Ensures the use of social media complies will all approved policies and

procedures for the Town.

d) Employees

1. Ensures that their use of social media complies with all approved policies and procedures for the Town and is only used for the purposes of fulfilling job duties.

PROCEDURES

3. Social media channels will be populated and monitored by the forum moderator within the Finance and Administration Department.
4. Social media channels shall be used for business communication and for the purpose of fulfilling job duties in accordance with Town goals and objectives and not for personal use.
5. Social media channels will be monitored and populated on a daily basis during regular business hours. Messages posted will be simple, engaging, and link the reader to further information posted on the Town's website when possible.
6. The Town of Redcliff cannot commit to replying to every comment; however, the moderator will make every effort to respond to questions and comments as quickly as possible during regular business hours.
7. The moderator shall not comment on opinions offered by residents but reserves the right to respond to comments that are not factual.
8. The moderator shall not comment on decisions of Council, but rather direct social media users to use official correspondence methods.
9. Each social media channel will include an introductory statement confirming it is maintained by the Town and have appropriate contact information.
10. Each social media channel will include an introductory statement confirming the purpose and scope of the site as well as posting guidelines (where appropriate).
11. The Town of Redcliff website shall remain the primary web presence. Social media sites will be used in conjunction with the Town's website.
12. Posts and comments to and from the Town in connection with the transaction of public business, is subject to the Freedom of Information and Protection of Privacy Act and may be disclosed to third parties.
13. Employees interested in engaging in social media on behalf of the Town must make a request to their Department Manager/Director and outline the need and purpose of the request. The Manager/Director will evaluate all requests for usage, verify staff being authorized to use social media tools, and confirm completion of online training for social media use.

14. The moderator will be responsible for maintaining a list of all social networking 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

15. Direct messages and posts will not be considered official correspondence.

16. 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.

17. The Town will not tolerate comments that are offensive to an individual or organization, rude in tone, or abusive as determined by the Town.

18. 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.

19. 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 the Director of Finance and Administration and the Municipal Manager.

20. All content created by employees using Town social media channels must be professional, accurate, and consistent with the Town's policies and meet the Town's visual standards.

21. Employees 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. Employees found in violation of this policy may be subject to disciplinary action within appropriate legislated guidelines and collective bargaining agreements.