



**POLICY TITLE: Social Media Policy**

**POLICY NO.: 001/16**

**1. PURPOSE:**

The purpose of this policy is to set out direction for the Town to participate in social media. Employees and Council engaged in social media, either personally or on behalf of the Town of Rosetown, are expected to conduct themselves in a consistently professional manner so as to protect, promote and augment the good reputation of themselves and the Town of Rosetown.

**2. DEFINITIONS:**

2.1 “Social Media” is information content that is intended to facilitate communications and influence interaction with audiences, typically via the internet and mobile networks.

2.2 “Personal” means social media communications not related to the Town of Rosetown work.

**3. POLICY STATEMENTS:**

3.1 The Town of Rosetown website will remain the Town’s primary and predominant internet presence. Whenever possible, content posted to the Town social media sites should contain links directing users back to the Town’s Official website.

3.2 The CAO and/or his/her designate has the sole discretion to evaluate and approve what social media outlets may be suitable for use by the Town and its Departments.

3.3 The Town of Rosetown reserves the right to restrict or remove any comments or content that is profane, inappropriate, offensive, discriminatory or hateful.

**4. CORPORATE COMMUNICATIONS**

4.1 There shall be only one official Town of Rosetown account for the purpose of communicating official Town and Council messages to the public.

4.2 The Town currently utilizes the Town Website, Facebook and Twitter as its main social media platform to post information and promote programs and services.

4.3 Once social media accounts are established they must be maintained on a regular basis. If neglected, the account will be absorbed into the official Town account.

## **5. PERSONAL COMMUNICATIONS**

- 5.1 All employees and Council members of the Town of Rosetown must take into consideration that when publishing content on any personal online accounts, that it has the ability to reflect upon the Town of Rosetown.
- 5.2 Each Town employee and Council member is personally responsible for the content they post through electronic means and/or on social media sites. If participating in online conversations, do not compromise on professionalism. Be careful and considerate, as information shared on the internet cannot be permanently retrieved.
- 5.3 Under no circumstances are employees and Council members to share information on behalf of the Town through personal networks. Official communications are represented solely through the Town account.

## **6. RESPONDING TO INQUIRIES**

- 6.1 Whenever possible, the CAO shall be informed of all potentially sensitive public issues in advance in order to ensure that the Town is prepared to respond in a timely manner with appropriate and accurate information.
- 6.2 The CAO and Management Team are authorized to comment, in an official capacity, on Town social media sites.
- 6.3 Respond to inquiries within forty-eight (48) hours (provided that the inquiry is not posed on a weekend or holiday). Inquiries are monitored during regular business hours of Monday to Friday, 9:00 a.m. to 5:00 p.m.
- 6.4 When responding, acknowledge the issue at hand and provide factual, accurate information. Never enter into a public debate on social media.
- 6.5 Social media comments may be harsh and critical. It is very important not to become defensive or attempt to justify your actions. Your tone should be polite and the message should state accurate and factual information.
- 6.6 After responding to comments or questions, evaluate the positive and negative aspects of the responses. What was the reaction? Could something have been done different?

**7. COMPLIANCE:**

7.1 Violation of this policy may result in disciplinary action up to and including termination of employment.

7.2 Violation of this policy may result in disqualification of Members of Council in accordance with the Municipalities Act, Part VIII.

7.3 Department Managers are responsible for information to their employees of the provisions of this policy.

**8. RESPONSIBILITIES**

8.1 Town CAO will monitor this policy for compliance and recommend updates as required.

Date Approved: December 19, 2016

Motion No.: 425-16