



Social Media Policy

Authority: Town Manager

Effective Date: March 14, 2019

Signature:  _____

Future Review Date: 2023

Responsibility: Corporate Communications

Last Review/Revision: 2018

References: People Policies, Workplace Violence, Bullying and Harassment, Records Information & Management Policy, Alberta Human Rights Code, *Freedom of Information & Protection of Privacy Act*, *Municipal Government Act*

Replaces: Social Media Policy A-C-019

1.0 Purpose: This policy governs the Personal, Public and Town Social Media posts of all Town of Stony Plain Employees.

2.0 Scope: This policy applies to all Town of Stony Plain Employees.

3.0 Definitions:

Employees: includes permanent, part-time, temporary, union, casual, contract, and interns who are employed by the Town of Stony Plain.

Personal Social Media: refers to the private accounts belonging to Employees.

Public Social Media: refers to all other Social Media pages including, but not limited to, chat groups, business pages, members of Council pages, and other public figure pages.

Social Media: refers to websites and applications that enable users to create and share content or to promote communication. Examples of Social Media include, but are not limited to, Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Town Social Media: refers to the Social Media pages owned by the Town of Stony Plain.

4.0 Statement: Social Media is a strategic component of the Town of Stony Plain that promotes professional communication practices with residents.

5.0 Standards:

Roles & Responsibilities

5.1 Corporate Communications

5.1.1 creates and maintains Town of Stony Plain Social Media accounts;

- 5.1.2 creates and schedules content, monitors accounts, and responds to questions and comments from residents and stakeholders;
- 5.1.3 ensure guidelines are in place to address controversial and sensitive online content about the Town, members of Council, and Employees;
- 5.1.4 ensures Town Social Media accounts are not used to promote individual or political opinions or campaigns;
- 5.1.5 ensures all Town Social Media accounts are registered using the same handle @StonyPlainAB, if available;
- 5.1.6 will not create content to promote external organizations. External content may be shared by a Town Social Media account at the discretion of the Corporate Communications Officer;
- 5.1.7 ensures Town Social Media accounts are not used to promote religious views;
- 5.1.8 ensures Town Social Media accounts have an auto-response to private messages stating Town Social Media accounts are monitored during regular business hours;
- 5.1.9 will not engage in hostile back and forth dialogue with anyone via Social Media; and
- 5.1.10 will remove offensive content from Town Social Media accounts including comments deemed harassment or bullying, comments that jeopardize the safety of Council or Employees, or comments containing racist, sexist, slanderous, or profane content.

5.2 Employees

- 5.2.1 shall be respectful on Social Media at all times and use the same professional standards as expected in public meetings;
- 5.2.2 must be conscious of what they post on Personal, Public, and Town Social Media and not share anything that could influence public opinion or Council decisions;
- 5.2.3 must be aware that common disclaimers such as “retweets don’t imply endorsement” or “all views are my own” do not absolve the responsibility of the Employee to adhere to this policy;
- 5.2.4 must be aware that inappropriate content, such as threatening, offensive, or harassing language, posted by Employees on Personal, Public, and Town Social Media accounts will be brought to the attention of the Human Resources Manager, Corporate Communications Officer, and relevant members of the Senior Leadership Team to determine the appropriate course of action.

6.0 Policy Review: This policy will be reviewed by Administration every four years with any changes being submitted to the Town Manager for approval.