
	<h2>Town of Vegreville Policy</h2>
Policy No.: Policy Title: Approval Date: Revised Date: Department:	GOV-1006 Social Media Policy June 11, 2018 September 10, 2018 Strategic Services


Policy Statement:

The Town of Vegreville acknowledges the importance of social media as a communications tool, and is committed to open and transparent communication. The Town will authorize specific individuals to utilize social media in the official capacity to ensure that, as with all communications activities, communications through social media channels are accurate, consistent, timely and professional.

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1.0 Reason for Policy

To establish definitions, to define roles and responsibilities pertaining to the use of social media. To provide council, council committees and employees with social media usage guidelines in order to protect the Town’s brand and reputation.

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2.0 Definitions

- 2.1 CAO** means Chief Administrative Officer of the Town of Vegreville
- 2.2 Communication Coordinator** means employee responsible for all internal and external communications for the Town of Vegreville
- 2.3 Regular business hours** means 9:00 – 4:30 Monday to Friday exclusive of statutory holidays
- 2.4 Social Media** refers to freely accessible, third-party hosted, interactive web-based technologies used to produce, post and interact through text, images, video, and audio to inform, share, promote, collaborate or network.
- 2.5 Town** means Town of Vegreville

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3.0 Responsibilities

3.1 Town Council:

- 3.1.1 Approve this policy and any amendments thereto.
- 3.1.2 No member of Council will create, operate or manage any website or social media site on behalf of the Town without prior written authorization by the CAO.
- 3.1.3 Council members are allowed to have their own councilor profile while their term is in effect, and are to maintain their profile themselves.

3.2 Communications Coordinator:

- 3.2.1 Monitors the policy and accompanying procedures, provides training and ongoing guidance to Town departments, and suggests revisions for Council’s consideration.
- 3.2.2 Reviews policy one year from the date it becomes effective and every two years thereafter, or sooner at the direction of the CAO.
- 3.2.3 Approves and oversees social media sites and tools for official corporate use.
- 3.2.4 Ensures consistent messaging and imaging for all corporate social media sites.
- 3.2.5 Responds to requests for new social media sites and/or administrative changes to existing sites.
- 3.2.6 Generates, monitors, updates, edits, reviews content within corporate social media sites to ensure accuracy and adherence to this policy, or can assign a designate for any or all of the noted functions as needed.
- 3.2.7 Provides access to official users.
- 3.2.8 Oversees all Town social media accounts including their creation and destruction.
- 3.2.9 Maintains a current listing of site domain names and social media accounts, including login and password information.

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3.0 Responsibilities continued

3.2 Communications Coordinator continued

- 3.2.10 Ensures corporate social media sites comply with applicable policies. (Name of Policy)
- 3.2.11 All account identities should adhere to corporate brand standards and should be seen as an adequate and accurate representation of the Town.

3.3 Chief Administrative Officer:


- 3.3.1 Implement this policy and approve procedures.
- 3.3.2 Ensure policy and procedure reviews occur and verify the implementation of policies and procedures.

3.4 Director of the Department:

- 3.4.1 Ensure implementation of this policy and procedure.
- 3.4.2 Consult with Communications Coordinator any social media campaigns
- 3.4.3 Make recommendations to the CAO of necessary policy or procedure amendments.

3.5 Supervisor:


- 3.5.1 Understand, and adhere to this policy and procedure.
- 3.5.2 Ensure employees are aware of this policy and procedure.

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3.0 Responsibilities continued

3.6 All Employees to:

- 3.6.1 Understand and adhere to this policy and procedure.
- 3.6.2 In all forms of social media usage – including personal use – employees should assume the same professional standards as conducted in other public meetings and consultations. Even if not identified with an explicit Town affiliate, employees implicitly represent the corporation and will be held to the same expectations.
- 3.6.3 Inappropriate content posted on Town sites by Town employees will be brought to the attention of Director to determine the appropriate course of action.
- 3.6.4 Failure on behalf of any employee to strictly adhere to this policy and procedure may result in the Town taking disciplinary action in accordance with section 5.2 of its Employee Policy Manual HR-4001 regarding disciplinary process

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4.0 Standards


4.1 Roles and Responsibilities

- 4.1.1 All of the Town of Vegreville social media accounts are created and maintained by Communications Coordinator. This function holds credentials to all corporate social media accounts, provides access and training to those from other divisions using Town networks, and monitors all content in accordance with social media guidelines.
- 4.1.2 Vegreville and District Family & Community Support Services (FCSS) to maintain their own social media accounts
- 4.1.3 Vegreville Centennial Library to maintain their own social media accounts
- 4.1.4 No employee may use a corporate social media network without consent of the CAO or Communications Coordinator.

4.2 Social Media Site Standards


Staff must ensure Town-owned social media sites:

- 4.2.1 Are implemented in a manner that positively maintains and enhances the Town’s reputation.
- 4.2.2 Provide consistent and professional messaging to residents confirming information they are receiving is official information from the Town of Vegreville.
- 4.2.3 Are effectively managed to ensure they provide timely and accurate information and responses.
- 4.2.4 Have guidelines in place to address controversial and sensitive online content about the Town, its business, its members of Council, Council Committees, or its employees.
- 4.2.5 Adhere to established records retention, privacy, and accessibility requirements.
- 4.2.6 Are not used to promote content within, or outside, the community that is external to the Town of Vegreville as an organization.

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5.0 Special Situations

During times of Emergency or Crisis refer to the Emergency Management procedures.

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6.0 End of Policy



Mayor Tim MacPhee



Cliff Craig CLGM, Town Manager