

	<h1>Town of Vegreville Policy</h1>
Policy No.: Policy Title: Approval Date: Department:	GOV-1006 Social Media Policy March 13, 2023 Community Engagement and Economic Development
Revisions:	June 11, 2018 September 10, 2018

Policy Statement:

Social media has become one of the Town of Vegreville’s primary methods to engage and inform citizens. The Town will authorize the Community Engagement and Economic Development Department to serve as the centralized resource for the oversight and use of social media tools and sites to increase the Town’s profile, brand, and reputation, and ensure that communication activities through social media accounts are accurate, consistent, timely and professional.

1.0 Reason for Policy

To establish definitions, standards, roles, and responsibilities pertaining to the Town of Vegreville’s use of social media.

2.0 Definitions

- 2.1 CEED** means Community Engagement and Economic Development Department.
- 2.2 Community Engagement Coordinator** means employee responsible for posting on Town social media accounts.
- 2.3 Community Engagement and Economic Development Department** means department responsible for creating and maintaining Town of Vegreville social media accounts.
- 2.4 Content** means any information (messages, images, videos) that is communicated on a social media account.
- 2.5 Contributor** means an individual outside of the CEED that does not have administrative access to the Town of Vegreville social media accounts but may wish to contribute information or content.
- 2.6 Follower** means social media users that have subscribed to certain content, users, interests, or companies.
- 2.7 Gatekeeper(s)** means a Town employee within the CEED responsible for final approval and scheduling of posts on Town of Vegreville social media accounts.
- 2.8 Loomly** means social media management platform used by the Town of Vegreville to draft, schedule, and analyze social media account content.

2.9 Regular business hours means 9:00 a.m.– 4:30 p.m. Monday to Friday exclusive of statutory holidays.

2.10 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. For the purposes of the Town of Vegreville, Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok will be the social media accounts that will be used.

3.0 Responsibilities

3.1 Town Council

- 3.1.1 Approve this policy and any amendments thereto.
- 3.1.2 Approve resources in the annual budget process for successful implementation of this policy.
- 3.1.3 No member of Council will create, operate, or manage any website or social media site on behalf of the Town.
- 3.1.4 Council members are allowed to have their own Councillor profile while their term is in effect and are to maintain their profile themselves.
- 3.1.5 Council members are allowed to act as Contributors and draft and submit social media content ideas relevant to Town business to the CEED through Loomly.

3.2 Chief Administrative Officer (CAO)

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

3.3 Community Engagement and Economic Development Department

- 3.3.1 Oversees all Town social media accounts including their creation and destruction.
- 3.3.2 Approves and oversees social media sites and tools for official corporate use.
- 3.3.3 Maintains a current listing of site domain names and social media accounts, including login and password information.
- 3.3.4 Monitors the policy and accompanying procedures, provides ongoing guidance to Town departments, and suggests revisions for Council's consideration.
- 3.3.5 Ensures corporate social media sites comply with applicable policies.

- 3.3.6 Reviews policy one year from the date it becomes effective and every two years thereafter, or sooner at the direction of the CAO.
- 3.3.7 Responds to requests for new social media sites and/or administrative changes to existing sites.
- 3.3.8 Serve as Gatekeepers for Town social media accounts.

3.4 CEED Manager

- 3.4.1 Provide leadership in the implementation of this policy and procedure.
- 3.4.2 Consult with Community Engagement Coordinator on any social media campaigns.
- 3.4.3 Make recommendations to the CAO of necessary policy or procedure amendments.
- 3.4.4 Understand and adhere to this policy and procedure.
- 3.4.5 Ensure employees are aware of this policy and procedure.
- 3.4.6 Act as back up for Community Engagement Coordinator in their absence.

3.5 Community Engagement Coordinator

- 3.5.1 Reviews the Town's social media accounts a minimum of once daily during regular business hours.
- 3.5.2 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 the noted functions as needed.
- 3.5.3 Responds to correspondence received via Town social media accounts (i.e. comments, messages) during regular business hours.
- 3.5.4 Determines the most beneficial Town social media accounts for the messages being delivered.
- 3.5.5 Determines the marketing campaign or message duration/repetition on Town social media accounts.
- 3.5.6 Ensures consistent messaging and imaging for all Town social media accounts.
- 3.5.7 Generates social media analytics for reporting purposes.
- 3.5.8 Serves as a Gatekeeper for Town of Vegreville social media accounts.
- 3.5.9 Provides access to Loomly for Contributors.
- 3.5.10 Coordinates paid social media advertisements.

3.6 Gatekeeper

- 3.6.1 Responsible for final approval and scheduling of posts on the Town of Vegreville social media accounts.

3.7 Contributor

- 3.7.1 Draft and submit social media content ideas relevant to Town business to the CEED through Loomly.

3.8 All Employees to:

- 3.8.1 Understand and adhere to this policy and procedure.

4.0 Standards

4.1 Roles and Responsibilities

- 4.1.1 All Town of Vegreville social media accounts are created and maintained by the CEED. This department provides oversight for all Town social media activity, holds credentials to the Town social media accounts, and serve as Gatekeepers for the accounts.
- 4.1.2 The Town is not responsible for monitoring or responding to correspondence on social media accounts other than those which are owned and controlled by the Town.
- 4.1.3 No Town of Vegreville department can create a social media account without the written consent of the CEED.
- 4.1.4 Vegreville and District Family and Community Support Services (FCSS) and Vegreville Fire Department shall maintain control of their own social media accounts. In doing so, both shall provide an outline of social media account rules of engagement and department administrative access protocols to the CEED.
- 4.1.5 Vegreville Centennial Library to maintain their own social media accounts as a separate entity.
- 4.1.6 No employee may use a corporate social media account without the written consent of the CAO or CEED.
- 4.1.7 Town departments have the option to be provided Loomly credentials to act as Contributors.
- 4.1.8 Town Councillors have the option to be provided Loomly credentials to act as Contributors.
- 4.1.9 Contributors must complete Loomly onboarding.

4.2 Social Media Site Standards

Staff must ensure Town social media accounts:

- 4.2.1 Provide official Town of Vegreville messaging to residents that is professional, consistent in tone and appearance, and serves a purpose to the audience.
- 4.2.2 Are effectively managed to ensure they provide timely and accurate information and responses to questions relevant to Town business.
- 4.2.3 Adhere to the Town Social Media Procedure's Rules of Engagement to address any online correspondence directed to the Town accounts.
- 4.2.4 Contain a link to the Town's social media Rules of Engagement.
- 4.2.5 Adhere to established records retention, privacy, and accessibility requirements.
- 4.2.6 Are implemented in a manner that positively maintains and enhances the Town of Vegreville's reputation.
- 4.2.7 Are not to be used to promote individual or political opinion or campaign.
- 4.2.8 Adhere to corporate brand guidelines and should be seen as an adequate and accurate representation of the Town.

5.0 Special Situations

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

6.0 End of Policy


Mayor Tim MacPhee


Christopher Leggett, CAO