	<h1>Town of Vegreville Procedure</h1>
<b>Policy No.:</b> <b>Policy Title:</b> <b>Approval Date:</b> <b>Revised Date:</b> <b>Department:</b>	<b>GOV-1006</b> <b>Social Media Policy</b> <b>June 11, 2018</b> <b>September 10, 2018</b> <b>Strategic Services</b>

**1.0 Responsibilities**

**1.1 Town Manager**

1.1.1 Directs compliance with the Social Media Policy and directs that a review of the policy, related policies, related procedures and guidelines occur.

**1.2 Communication Coordinator**

1.2.1 Determine the most beneficial social media channel for the message being broadcasted.

1.2.2 Determine the marketing campaign or message duration/repetitions on social media.

1.2.3 Oversees all Town social media accounts including their creation and destruction.

1.2.4 Approves and oversees social media sites and tools for official corporate use.

1.2.5 Ensures consistent messaging and imaging for all Town social media sites.


1.2.6 Generates, monitors, updates, edits, responds to and/or removes content within the Town 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.

1.2.7 Maintains an up to date list of site domain names and social media accounts.

1.2.8 Ensures the Town social media sites comply with applicable policies.

**1.3 Council**

1.3.1 In all forms of social media usage – including personal use – Councillors should assume the same professional standards as conducted in public meetings and consultations.


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**1.0 Responsibilities Continued**

- 1.3.2 Councillors must be particularly aware of their commentary surrounding issues currently on the agenda so as not to prejudice the public process on their social media profiles.
- 1.3.3 In all forms of social media usage – including personal – Councillors must refrain from expressing any partisan opinions and views.
- 1.3.4 While common disclaimers such as “retweets don’t imply endorsement” or “all views are my own” may help clarify the context of personal social media messages, they do not absolve the responsibility of the individual to uphold the code of conduct policy.

**1.4 Staff**

- 1.4.1 Everything employees do and say on social media reflects on the Town of Vegreville and its reputation. In conducting themselves on social media, it is important that employees use sound judgment and common sense, act with professionalism and integrity, and adhere to the Town’s Employee Policy HR-4001.
- 1.4.2 Employees or contractors of the Town have a duty to act in good faith towards the Town. They may therefore not do anything that damages the reputation of the Town and must always act in its best interests. This duty extends to their use of social media. For example, employees will not comment or reply in any way supporting negativity towards the Town of Vegreville.
- 1.4.3 Department Manager must notify staff to be aware of their commentary surrounding sensitive issues currently on the agenda.
- 1.4.4 Ensure others know that personal accounts or statements don’t represent the Town. Employees shouldn’t state or imply that their personal opinions and content are authorized or endorsed by the Town. Use a disclaimer such as “opinions are my own” to avoid misunderstandings.


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**2.0 Standards and Guidelines**

**2.1 Social Media Site Standards**

Communication Coordinator must ensure Town owned social media sites:

- 2.1.1 Are implemented in a manner that positively maintains and enhances the Town of Vegreville’s reputation.
- 2.1.2 Provide consistent and professional messaging to residents confirming information they are receiving is official information from the Town of Vegreville.
- 2.1.3 Are effectively managed to ensure they provide timely and accurate information and responses.
- 2.1.4 Have guidelines in place to address controversial and sensitive online content about the Town, its business, its members of Council, or its employees.
- 2.1.5 Adhere to established records retention, privacy, and accessibility requirements. Comments and messages posted on the Town’s official social media sites are considered transitory records. Information specifically collected as part of an official Town public engagement exercise will be kept in accordance with the Town’s Records and Information Policy.
- 2.1.6 Comments and messages solicited by the Town and collected for public record using social media will be treated like any other form of communication received by the Town and will be subject to the provisions of the Freedom of Information and Protection of Privacy (FOIP) Act and the Municipal Government Act (MGA).
- 2.1.7 Are not be used to promote individual or political opinions or campaigns.
- 2.1.8 During an emergency/crisis situation, or when directed by the Town Manager, for the purpose of ensuring safety of residents and staff, the ability for audiences to make comments on social media pages will be temporarily turned off where available.

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**2.0 Standards and Guidelines Continued**

- 2.1.10 For correspondence received via social media, a response will be issued within 48 hours unless extenuating circumstances (ie: a crisis, state of emergency, etc.) prevent.
- 2.1.11 “Three Strikes You’re Out” – the Town will not engage in a “back and forth” with any stakeholders via social media using more than three responses. By the third response, notice will be given and an alternate method of contact will be provided if it hasn’t been already.
- 2.1.12 When reposting something written by someone else, first ensure the proper permissions are in place to do so. Clearly state that materials have been authorized by someone else. Do not use copyrights, trademarks, publicity rights, or other rights without the necessary permissions.
- 2.1.13 Town accounts are not expected to be monitored outside of regular business hours, unless during an emergency/crisis situation.

**2.2 Inappropriate content:**

Content containing any of the following shall not be allowed on the Town of Vegreville social media sites and may be removed by the Communication Coordinator.

- 2.2.1 Content not topically related to the particular site or article being commented on.
- 2.2.2 Profane language or content.
- 2.2.3 Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation.
- 2.2.4 Sexual content or links to sexual content.
- 2.2.5 Conduct or encouragement of illegal activity.

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**2.0 Standards and Guidelines Continued**

- 2.2.6 Content related to non-Town related sales, advertising or promotions.
- 2.2.7 Comments determined by the Town to be a specific attack on groups or individuals or to be inherently political in nature or cause.
- 2.2.8 Information that may tend to compromise the safety or security of the public or public systems.
- 2.2.9 Content that reveals personal or private information about any particular person or is otherwise protected by the Freedom of Information and Protection of Privacy Act or any other applicable privacy legislation.
- 2.2.10 Content that violates a legal ownership interest of any other party.
- 2.2.11 Content that violates any Town policy. Employees are responsible to be aware of all Town policies that may impact their posts.
- 2.2.12 Content that is deemed to be inappropriate by the Town’s Communications Department.
- 2.2.13 All employees are to report any comments or replies that negatively reflects the Town of Vegreville to the Communications Coordinator.


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 Cliff Craig CLGM, Town Manager

## Selecting Social Media Tools

<i>Social Media Tool</i>	<i>Purpose</i>	<i>Why People Use it</i>
 Facebook	Brings people who know each other or have shared interests together.	Maintain offline connections. Keep in touch with old acquaintances. Quick links to online information.
 twitter	Topical microblogging service that lets users send text-based posts of up to 140 characters.	Information source. Keep in touch with many. Give and receive information. Learn. Keep track of hot topics. Segment information.
 Linked in	Connects people to trusted contacts and helps exchange knowledge, ideas and opportunities with a broader network of professionals.	Make new connections. Information sharing (groups). Marketing/Sales. Recruitment. Maintain connections.
 YouTube	A video sharing website where users can upload, view, share and comment on videos.	Information sharing. Entertainment. Interpersonal expression.
 Instagram	A photo and video-sharing social networking service	Social networking app made for sharing photos and videos from a smartphone. Self promotion through photos/videos. Create hashtags and filters to further personalize photos and videos.

*Like Me*

*Listen to Me*

*Hire Me*

*Watch Me*

*Look at Me*



# Social Media Moderation Guide for Communications Coordinator

## 1. Discover

New comment about Town of Vegreville. Is it negative or positive?

Delete comment & record name. Follow 3 strikes and you're out rule. Procedure 2.1.10

Monitor Only  
Do not respond.  
Monitor post.

### Consider

**Transparency**  
Disclose your connection to the department.

**Sourcing**  
Include hyperlinks, video, images and other referencing.

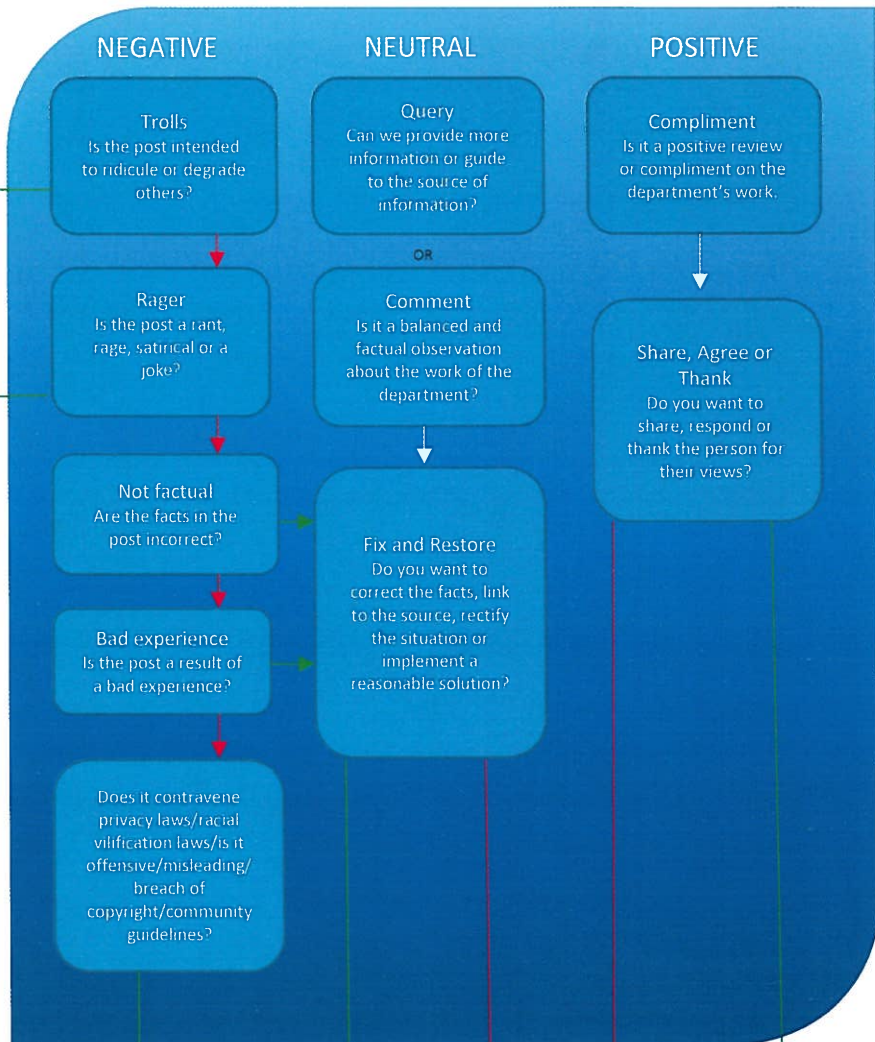
**Timing**  
Don't rush responses but try and address queries within 24 hrs.

**Tone**  
Make sure the tone is appropriate: be warm, engaging and positive.

**Assistance**  
If you do not have the information you need, escalate to the Director or Town Manager to prepare a response.



## 2. Assess



## 3. ACT

Delete comment & record name. Follow 3 strikes and you're out rule. Procedure 2.1.10

Respond  
Consult with Director or Town Manager for response

Let it stand  
Leave the post as is and don't respond.

Share positivity  
Thank the person for their feedback and share the post.



\*\*\*If staff members see content pertaining to the Town of Vegreville, positive or negative, they must notify Communication Coordinator.