

COUNCIL POLICY



REGIONAL MUNICIPALITY
OF WOOD BUFFALO

Policy Name: Social Media Policy
Department Name: Communications and Stakeholder Relations
Policy Number: COM-140
Effective Date: October 18, 2016 Next Revision Date: October 18, 2019

STRATEGIC PLAN LINKAGE

This Policy aligns with the Municipality’s goal of building a responsible government by demonstrating accountability, integrity and transparency in all that it does, and by enhancing public engagement in Municipal activities.

POLICY STATEMENT

The Municipality is committed to open and transparent communication on Social Media as a way to enhance engagement with the public, and as a way to promote Municipal values, programs and services.

PURPOSE AND OBJECTIVE

The purpose of this Policy is to establish a guideline that ensures the use of Social Media occurs in an appropriate, effective and secure manner, and is in accordance with all applicable laws and regulation.

GENERAL PRINCIPLES

1. Definitions:

- 1.1. “Social Media” means mobile-based and Internet-connected applications and tools that support the sharing and publication of various types of information among people. Social Media services can include, but are not limited to, popular web-based blogs and networking websites such as Facebook, Twitter, LinkedIn, Tumblr, Reddit, Instagram, Flickr and YouTube.
- 1.2. “Social Media Account” means an approved account with specific user identification and associated login credentials providing access to a Social Media platform.

2. Responsibilities:

- 2.1. Council:

- 2.1.1. Approve this Policy and any future amendments as required.
 - 2.2. Chief Administrative Officer (CAO) or designate:
 - 2.2.1. Support the implementation of this Policy.
 - 2.3. Deputy Chief Administrative Officer and Executive Directors:
 - 2.3.1. Support the implementation of this Policy;
 - 2.3.2. Recommend any amendments to this Policy as required.
 - 2.4. Directors
 - 2.4.1. Identify opportunities where the use of Social Media may benefit decision making or service delivery;
 - 2.4.2. Consult with Communications and Stakeholder Relations to utilize Social Media platforms consistent with the General Principles in this Policy;
 - 2.4.3. Communicate, implement and deliver this policy, any related administrative directives and other related guidelines as required.
 - 2.5. Director of Communications and Stakeholder Relations:
 - 2.5.1. Ensure implementation and communication of the Policy to employees;
 - 2.5.2. Assist other departments in creating and using Social Media platforms that are consistent with this Policy;
 - 2.5.3. Monitor all activities on Municipal Social Media platforms for relevancy, consistency and accuracy.
- 3. General Principles:**
- 3.1. Communication through Social Media must comply with HRM-600 Code of Conduct and all other relevant policies, directives and guidelines as well as provincial and federal legislation.
 - 3.2. The Municipality will use Social Media to:
 - 3.2.1. inform the public; and
 - 3.2.2. engage the public and solicit feedback on issues and decisions that have significant impact on citizens and the Municipality.
 - 3.3. Communications and Stakeholder Relations Department will govern and monitor all use of Social Media communications from the Municipality, including a review of all Social Media platforms to ensure relevancy and consistency.

- 3.4. Only designated employees are allowed to use Social Media on behalf of the Municipality.
- 3.5. In the event the Regional Emergency Operations Centre and the Crisis Communications Team are activated, the Communications and Stakeholder Relations Department will manage all communication for the duration of the crisis. Scheduled posts on any other Social Media accounts will be suspended.

SUPPORTING REFERENCES AND POSITION RESPONSIBLE

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| Legal References: | Not Applicable |
| Cross References: | Code of Conduct, HRM-600 Social Media Directive, COM-150 |
| Position Responsible for Policy: | Director, Communications and Stakeholder Relations |

APPROVAL

This Policy was approved by Council. It will be reviewed not later than its next Revision Date to determine its effectiveness and appropriateness. It may be assessed before that time as necessary.



David Leflar, Chief Legislative Officer

October 18 2016

Council Approval Date