

COUNCIL POLICY



Document Name: Social Media

Department Name: Communications and Engagement

Document Number: PRC-140

Effective Date: May 10, 2022

Next Revision Date: May 10, 2025

STRATEGIC PLAN LINKAGE

- Strategic Priority 1 – Responsible Government

PURPOSE AND OBJECTIVE

The Municipality is committed to open and transparent communication on Social Media to enhance engagement connections and strengthen relationships with the public, and to promote Municipal values, programs, and services. 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 regulations.

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, Reddit, Instagram, SnapChat, TikTok, and YouTube.
- 1.2. "Social Media Account" means an approved Municipal account with specific user identification and associated login credentials providing access to a Social Media platform. These accounts are administrative accounts and not accounts of elected officials.

2. Responsibilities:

2.1. Council to:

- 2.1.1. approve this Policy; and
- 2.1.2. approve any amendments to this Policy.

2.2. Chief Administrative Officer (CAO) to:

- 2.2.1. recommend any amendments to this Policy; and
- 2.2.2. support the implementation of this Policy.

2.3. Directors to:

- 2.3.1. support the implementation of this Policy;
- 2.3.2. recommend any amendments to this Policy as required;
- 2.3.3. consult with Communications and Engagement to utilize Social Media platforms consistent with the General Principles in this Policy; and
- 2.3.4. communicate, implement, and deliver this Policy, any related Administrative Procedures, and other relevant guidelines as required.

2.4. Director, Communications and Engagement to:

- 2.4.1. ensure implementation and communication of this Policy to employees.

3. General Procedures:**3.1. Compliance:**

- 3.1.1. Communication through Social Media must comply with the Municipality's Code of Conduct Directive (HRM-600-D) and all other relevant Policies, Directives, and guidelines, as well as provincial and federal legislation.

3.2. Uses of Social Media:

- 3.2.1. The Municipality will use Social Media to release official and authorized Municipal communications to residents and stakeholders.
- 3.2.2. Communications and Engagement will govern and monitor all use of Social Media communications from Municipal Social Media Accounts. This will include a review of all Social Media platforms annually to ensure relevancy and consistency.
- 3.2.3. Only designated employees may use Social Media on behalf of the Municipality.

3.3. Emergency Communication:

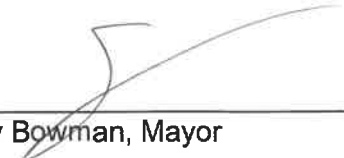
- 3.3.1. In the event the Regional Emergency Coordination Centre and the Crisis Communications Team are activated, the Communications and Engagement Department will create and manage all communication for the duration of the crisis.
- 3.3.2. Only official Municipal Social Media Accounts will release information about the emergency. Scheduled posts on any other Municipal Social Media Accounts will be suspended.

4. Rescind and Replace

This Policy rescinds and replaces the Social Media Policy COM-140, dated October 18, 2016.

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.



Sandy Bowman, Mayor



Jade Brown, Chief Legislative Officer

may 10, 2022

Date

SUPPORTING REFERENCES AND POSITION RESPONSIBLE

Legal References: Copyright Act, RSC 1985, c C-42
Freedom of Information and Protection of Privacy Act, RSA 2000, c F-25

Cross References: Code of Conduct HRM-600-D
Social Media Procedure PRC-140-P01

Position Responsible: Director, Communications and Engagement

COUNCIL POLICY DETAILS AND REVISION HISTORY

Date	Action	Description
October 18, 2016	Introduction	New Policy to cover Social Media.
May 10, 2022	Revision – Minor	Revisions to the Policy, including a change to the Policy prefix (COM to PRC), minor revisions to the definitions, revised responsibilities, revised procedures, new legal references, and new Policy format.