



ADMINISTRATION POLICY

TITLE: Social Media Policy		POLICY #: A-03-2020
Authority: Chief Administrative Officer	Effective Date: June 8, 2020 Review Date: January 27, 2021	
Issued By: Administration Issued Date: June 8, 2020	Approved By: Council Approved Date: June 8, 2020 Resolution #: R-2020-149	

PURPOSE:

The citizens of the Village of Ashcroft (the “Village”) have identified social media as a preferred means of communication during regular and emergency situations. Therefore, the purpose of this policy is to provide practical guidelines to govern the Village’s presence on social media as a form of communication between municipal employees acting on behalf of the Village and the public.

DEFINITIONS:

“Social Media”, as discussed herein, refers to social networking platforms including Instagram, Facebook, Twitter, and YouTube. Opening a Village account on a new social media platform is subject to approval by the Chief Administrative Officer.

POLICY:

This policy applies to Village employees, volunteers, elected or appointed officials (referred to as **Staff** for the purpose of this policy) posting content on Village social media accounts on behalf of the municipality.

1. The Village will use social media as a tool to provide reliable information, promote key community services, and communicate with the public in a positive and productive manner.
2. All social media content will align with the Vision and Guiding Principles outlined in the Official Community Plan (“OCP”).
3. Accounts will be managed primarily by one Village employee at a time to maintain tone, clarity, and consistency. Account details will be secured by the Chief Administrative Officer with management delegated at her discretion.
4. A disclaimer will be issued on relevant channels that attending municipal events permits the Village to take and post photographs in which members of the public may appear.

5. Appropriate Use:

- a. Delegated staff must communicate professionally, politely, using plain language, and in a family-friendly manner. Village social media is considered an extension of professional workplace conduct.
- b. Due diligence will be taken to enact the Village's commitment to reliable, up-to-date, and transparent communication. In the event that a mistake is made an update will be promptly issued.
- c. Staff members may engage with Village content using their personal accounts.
- d. Staff members should not engage with public posts that negatively impact the Village from their personal site, but are able to send a private message asking that the issue be brought to the Village's attention by phone, email or personal visit to the Village office.
- e. Village accounts will not be used to:
 - i. Advertise or solicit commerce from commercial, non-charitable entities;
 - ii. Promote political candidates or organizations;
 - iii. Disseminate confidential information;
 - iv. Engage with content that is irrelevant to the topic at hand;
 - v. Consciously promote or provide false information.
- f. Permission from content creators will be obtained prior to sharing their work. Unoriginal content outside of the public domain will not be posted without credit.
- g. All content will abide by the Freedom of Information and Protection of Privacy Act and applicable laws/bylaws.

6. Moderation:

- a. The Village reserves the right to remove content that:
 - i. Contains profanity, explicit or slanderous language, sexual content;
 - ii. Promotes, perpetuates, or fosters discrimination based on age, race, ethnicity, gender, gender identity, sex, sexual orientation, socio-economic status, religion, disability, nationality, appearance;
 - iii. Depicts or promotes unlawful activity;
 - iv. Contains hate speech or endangers the safety of any persons;

- v. Compromises the security of the public or public services;
 - vi. Blatantly promotes false information.
- b. Channels will be monitored during regular business hours to assess emerging issues and respond to or direct citizen concerns. Availability may be altered by major events and/or emergencies.
- c. Profanity filters will be used when technically available.

REVIEW:

This policy is subject to review as social media best practice evolves.

Reviewed and updated January 27, 2021