

SOCIAL MEDIA

POLICY NO.	CP - 182.24
DIVISION DEPARTMENT	Marketing and Communications
REVIEW PERIOD	Every 4 years or upon Legislative change

1. POLICY PURPOSE

- 1.1 To facilitate and govern the standards of communication on all social media venues used by members of Council to ensure consistency and openness throughout the organization.
- 1.2 A separate Administrative Social Media policy will guide town-owned social media page standards.

2. POLICY STATEMENT

- 2.1 The Town of Blackfalds recognizes the value of Council using social media to both engage with their constituents as well as deliver effective and accessible communication of Town happenings, events, and goals of the Town.

3. DEFINITIONS

- 3.1 **“Administration”** means employees of the Town.
- 3.2 **“Council”** means the Council of the Town of Blackfalds elected pursuant to the *Local Authorities Election Act*, of Alberta, as amended.
- 3.3 **“CAO”** means the individual appointed by Council to the position of Chief Administrative Officer as per the *Municipal Government Act*.
- 3.4 **“Social Media”** means online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others through two-way communication. Popular methods of social media/networking include Facebook, Twitter and Instagram.
- 3.5 **“Town”** means the municipality of the Town of Blackfalds.

4. SCOPE

- 4.1 This Policy applies to members of Council.

5. AUTHORITY AND RESPONSIBILITIES

5.1 Council to:

- 5.1.1 Adopt and support this Policy by resolution.
- 5.1.2 Use social media understanding that statements made by Councillors, whether personal or work-related, on personal or official Social Media platforms will reflect on the reputation of the Councillor and the Town of Blackfalds and, therefore, are required to be made in a professional manner.
- 5.1.3 Promote municipal and community activities, events, groups and associations.
- 5.1.4 Report items from the Town's official Social Media pages or publicly available documents.
- 5.1.5 Consider Town messaging before engaging in public discussion. When a decision has been made by the Council, the announcement should be made by the official spokesperson in conjunction with the official communications from the Town.

5.2 Chief Administrative Officer to:

- 5.2.1 Advise Council on the development, implementation, and amendment of this Policy.
- 5.2.2 Ensure Policy review occurs and verify the implementation of this Policy.

6. POLICY GUIDELINES

6.1. How to use Social Media as a Council member:

- 6.1.1 The following statement should be displayed on any Social Media account "The views here are my own and may not represent official Town of Blackfalds communication. The Town's official account is Town of Blackfalds." If the Councillor has separated their personal accounts from their official accounts, the statement should be on the official account;
- 6.2.1 Post information in a polite and professional manner;
- 6.3.1 Invite and encourage respectful discussion;
- 6.4.1 Be accurate, fair, thorough and transparent;
- 6.5.1 Listen to dissenting opinions and respond in a respectful manner;

- 6.6.1 Post at Council's leisure and respond to comments in a timely manner;
 - 6.7.1 Repost items provided by the Town, other Town organizations, or other Councillors to enhance the awareness of Town initiatives;
 - 6.8.1 Ensure any information shared is already in the public realm;
 - 6.9.1 Never comment on confidential affairs;
 - 6.10.1 Be wary of reposting content that is from an unofficial source;
 - 6.11.1 Advise residents to speak to staff if there is an issue they wish to follow up further;
 - 6.12.1 Provide links to Town information if false information is circulating or being discussed;
 - 6.13.1 Only share town communications during an emergency when directed. If this is being done, also include where residents can get up-to-date information as it's released;
- 6.2. Engagement on Social Media is not considered official correspondence with Council due to their momentary existence and the inability to verify authenticity and/or a proper way for Council to respond officially. For proper communications to elected officials, any member of the public who wishes their comments to be passed along to the Council will be notified of official methods so the Council's response can be recorded accurately.
- 6.3. Council shall have no authority to direct the content, administration, creation, or usage of any official Town of Blackfalds Social Media profiles. Council will acknowledge that Administration's role is to determine best practices for Social Media communications with citizens, and to determine which (if any) platforms will serve the same.
- 6.3.1 Council may provide ideas for content such as providing pictures of official duties, event attendance, etc. but on the understanding that those ideas shall be considered by Administration, and not necessarily implemented, as there are schedules of content created by Administration to coincide with budgets, events, and other various projects.

7. EXCLUSIONS

None

8. SPECIAL SITUATIONS

None

9. RELATED DOCUMENTS

- 9.1. Social Media Strategy
- 9.2. Adopting New Channels Plan

10. END OF POLICY

-Original Signed-

Mayor

-Original Signed-

Chief Administrative Officer

-Original Dated-

Date

-Original Dated-

Date

POLICY RECORD HISTORY

	Resolution No:	Date
Policy Adopted	113/24	April 9, 2024
Policy Reviewed		
Policy Revised		

ADMINISTRATIVE REVISIONS

Date	Description