



## TOWN OF PINCHER CREEK POLICY



Approved by: Council Date: November 13, 2012 Policy Number: 161-12

Reference: 12-878 Revision Date/by:

Title: SOCIAL MEDIA

### Policy Statement

The Town of Pincher Creek will provide guidelines regarding the appropriate use of company social media accounts with Social Media outlets such as, but not limited to Facebook, Twitter, LinkedIn, MySpace, Flickr, YouTube, Blogs, Forums and Wikis.

The Town of Pincher Creek may utilize social media and social network sites to further enhance communications with various stakeholders.

### 1. Definitions:

- 1.1 **CAO** shall mean the Chief Administrative Officer appointed by Council in accordance with the *Municipal Government Act*, R.S.A. 2000, Chapter M-26
- 1.2 **Commenter** shall mean a Town of Pincher Creek official or member of the public who submits a comment for posting in response to the content of a particular Town of Pincher Creek article or social media content.
- 1.3 **Comment** shall mean a response to a Town of Pincher Creek article or social media content submitted by a commenter.
- 1.4 **Information Technology Personnel** shall mean whoever administration for the Town of Pincher Creek designates as such.
- 1.5 **Internet Presence** shall mean a dedicated page or channel on a social media site that has the official Town of Pincher Creek logo and is used for the purpose of informing or communicating with citizens or visitors concerning Town programs, facilities or sites.
- 1.6 **Social Media** shall mean interactive platforms via the internet which individuals and communities create and share user-generated content.
- 1.7 **Town** shall mean the Town of Pincher Creek, its employees, or its duly authorized representatives.
- 1.8 **User-created Content(UCC)** shall mean comments, ratings, reviews, tags, opinions or responses provided by an individual or a group on a social media site concerning content posted on the site, or a topical issue, or the individual's original non-professional creative or modified content that has been posted or published to a site. This type of content is also known as user-generated content (UGC) or consumer-generated media.

## 2. Responsibilities

- 2.1 In their capacity as private citizens, Town employees have the same rights of free speech as other citizens, however they may not represent the Town on their own personal social media sites, and they are reminded that they are bound by the official Oath of Confidentiality, the Freedom of Information and Protection of Privacy Act and the Internet and Email Use policy and must not disclose any Town information or content that they are not specifically authorized to disclose.  
Acting as a private citizen, a Town employee must use a private email address and make every reasonable effort to make it clear that their contribution to social media sites is as a private individual, and not as a representative of the Town.
- 2.2 If an employee has questions or concerns regarding a posting by the Town, the employee must contact the CAO (or his/her delegate) via email or written request to advise of his/her concerns.

## 3. Procedures

- 3.1 The Town recognizes that its presence on social media sites is a useful tool to distribute information on Town programs and services to online users and the social media presence contributes to the image of the Town.
- 3.2 Social media is not a substitute for customer services or internal communications. Important information should be transmitted within normal Town communication channels, not through social media outlets.
- 3.3 The establishment and use of Town social media sites are subject to approval by the CAO and/or the information technology personnel.
- 3.4 The Town of Pincher Creek website [www.pinchercreek.ca](http://www.pinchercreek.ca) will remain the Town's primary internet presence.
- 3.5 Wherever possible, content posted to Town social media sites should contain links directing users back to the Town's official website for in-depth information, forms, documents or online services necessary to conduct business and services offered with the Town.
- 3.6 The Town shall be identified in a clear and consistent manner on all Town-managed social media sites. Profile images for the Town shall contain the Town logo.
- 3.7 Wherever possible, all Town social media sites shall comply with all appropriate Town policies and applicable provincial and federal legislation.
- 3.8 Users/Commenters and visitors to Town managed social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between Town departments and members of the public.
- 3.9 The Town's social media site articles and comments will be regularly moderated and reviewed by the information technology personnel.
- 3.10 The Town shall not disclose confidential or proprietary information on Town social media pages without prior authorization.
- 3.11 Copyrights will be respected. Text, images or video created by someone else without proper attribution and/or authorization shall not be posted. Questions about copyright law and/or usage of certain media will be directed to the legal department.
- 3.12 Management shall be made aware of important issues as soon as possible.

- 3.13 The Town reserves the right to, without notice, edit, remove, or refuse content containing any of the following forms of content:
- Comments not topically related to the particular site or blog article being commented upon;
  - Profane language or content;
  - Personal attacks on individuals or specific groups;
  - 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;
  - Sexual content or links to sexual content;
  - Unintelligible or irrelevant messages;
  - Content related to non-Town related sales, advertising or promotions;
  - Conduct or encouragement of illegal activity;
  - Information that may tend to compromise the safety or security of the public or public systems;
  - Content for the purposes of promoting a candidate for municipal, provincial or federal election;
  - Content that violates a legal ownership interest of any other party or;
  - Content that is believed to be inappropriate in the opinion of the information technology personnel or CAO.
- 3.14 These guidelines must be displayed to users/commenters or made available by hyperlink. Any content removed by the information technology personnel based on these guidelines must be retained, including the time, date and identity of the poster when available.
- 3.15 The Town reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
- 3.16 All Town information technology personnel shall be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance within this policy.
- 3.17 All social networking sites shall clearly indicate they are maintained by the Town and shall have Town contact information prominently displayed.
- 3.18 Employees representing the Town via social media outlets must conduct themselves at all times as a representative of the Town and in accordance with all Town policies.
- 3.19 Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

If the Town information technology personnel finds that a comment or post contravenes any of the guidelines listed above, a copy of the comment will be made for the record, the post will be deleted and the offending user shall be blocked from the site.

4. End of Policy