

# **TOWN OF TROCHU – POLICY**

## **Social Media Policy**

**POLICY No. 2019-28-10-04**

**POLICY NAME: Social Media Policy**

### **I. HISTORY:**

- 1) Historically there have been no recorded processes or protocols in place for the Town of Trochu's usage of social media. Content generation and public interactions have been a general responsibility of office staff under either their own initiative or as requested by other staff members, Council members, and community members.

### **II. PURPOSE:**

- 1) The purpose of this policy is to establish protocols and criteria for the appropriate administration of the Town of Trochu's social media pages. Appropriate administration means posting and interacting in a manner that protects the Town's security and reputation while ensuring consistency, clarity, accuracy, professionalism, and accountability.
- 2) The purpose of this policy is also to ensure that any social media content associated with the Town of Trochu is under the control of authorized staff following the policy guidelines listed below.
- 3) The purpose of the Town of Trochu's social media pages is to broadcast and promote Town initiatives, programs, news, and events through professional and strategic communications. This policy recognizes that the Town's website (town.trochu.ab.ca) will remain the Town's primary internet presence and that social media content should facilitate access to the Town's website through links and references when possible.

### **III. TERMS of this POLICY:**

- 1) Effective OCTOBER 29<sup>th</sup>, 2019. This policy can be revisited at any time.

#### IV. POLICY GUIDELINES:

- 1) Access to the Town's social media pages is limited to authorized staff only and only over the secure network at Town Office or other secure networks with prior approval.
- 2) Content requests can be submitted but must be reviewed and approved by a senior staff member. Requests from groups or individuals outside of Town staff and Council must be submitted as a complete post or a sharable link. The Town reserves the right to edit any content. Submissions from businesses must feature primarily non-commercial content to be approved.
- 3) Any social media account being actively managed by Town staff is considered to be associated with the Town of Trochu. Any content posted to such an account must follow this policy until such a time as the account is no longer actively controlled by Town staff.
- 4) Any social media account representing a location or group directly associated with the Town of Trochu must follow this policy until such a time as that association ends. In this case "directly associated" means a location or group which:
  - a. is at least partially staffed by Town of Trochu employees and/or;
  - b. makes use of the Town name and logo and/or;
  - c. makes use of Town-owned lands or structures.
- 5) The Town's social media pages are monitored during Town Office's regular hours. Best effort will be made to post approved requests in a timely manner but the Town does not guarantee any specific turnaround time.
- 6) Comments on posted content are monitored during Town Office's regular hours and inquiries will be handled in a timely manner. Authorized staff will leave all user created content unmodified whenever possible but may, at their discretion, delete all spam, advertising or comments which are inaccurate, misleading, threatening, offensive, hateful and/or defamatory or otherwise objectionable.
- 7) Wherever possible, all Town of Trochu social media pages shall comply with all appropriate Town Policies, FOIP regulations, and other applicable legislation.

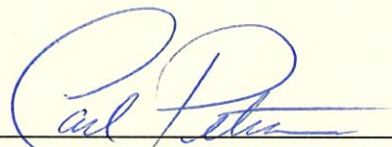
V. DEFINITIONS

- 1) **Social Media:** Internet-based websites and application used to create and share content or participate in social networking. For the purposes of this policy this includes all current and new forms of Social Media.
- 2) **Content:** Any information that is communicated on a social media channel.
- 3) **Town:** The Town of Trochu.
- 4) **Authorized Staff:** Town of Trochu employees tasked with posting, updating, monitoring and reviewing content on social media pages.
- 5) **Senior Staff:** Town of Trochu employees with the designation of CAO, Manager or Director

This policy was passed by Council on OCT 28<sup>TH</sup> and comes into effect on OCTOBER 29<sup>th</sup>, 2019.



Mayor, Barry Kletke



CAO, Carl Peterson

Date of last review: \_\_\_\_\_

Mayor \_\_\_\_\_

CAO \_\_\_\_\_