

	City of Lacombe Social Media Use	
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	Department:	<i>All departments</i>
	Reference:	

Policy Statement

The City of Lacombe supports the use of social media to:

- Be more proactive in managing relationships with the public and other stakeholders
- Promote municipal programs and services
- Increase government transparency and openness
- Help increase public trust in local government
- Adjust communication strategies and tactics quickly when necessary
- Provide additional communication channels during emergencies
- Consult and engage online audiences on specific issues
- Manage corporate messaging by creating content that stands alongside media relations efforts

This policy applies to all departments within the City of Lacombe – excluding the Lacombe Fire Department and the Lacombe Police Service – and others acting on behalf of the City of Lacombe, such as consultants or contractors hired for a specific project or timeframe.

The purpose of this policy is to:

Endorse the requirements to be followed by designated employees participating in approved City of Lacombe social media platforms to a) take advantage of the business value of social media, and b) to promote an open, trusting and collaborative workplace environment.

This policy is in addition to and complements other City of Lacombe policies, directives and guidelines regarding the use of technology, computers, e-mail, the Internet, the Media Relations Administrative Directive, the FOIP Act, and the Employee Code of Ethics and Conduct.

Original Signed
Mayor

Original Signed
Chief Administrative Officer