



City of Lacombe

Social Media Policy for External Users

Policy #: 15/212.02. (11)

Adopted: June 13, 2011

Res. # 11- 251

Purpose

This policy governs the external users of City of Lacombe's Social Media websites. This code of conduct will determine how staff are to respond to certain types of comments posts and queries. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

External Users Policy

Staff have an expectation of being professional, respectful and courteous when communicating with the public on Social Media. For that very same reason, there is no circumstance where that should not be returned by the public. All posts will be sent to a moderator for approval before being posted to the public areas of the forum. When communicating with the City of Lacombe the following expectations are to be met:

Language and Manners

A respectful tone is appreciated when one posts on the blogs or pages of the Social media websites. Offensive language, cursing, defaming, derogatory or hateful comments will not be tolerated. If there are, the post will be removed immediately.

Personal Attacks

Questions regarding project, suggestions, and criticisms are welcome on the social media websites. Aggressive personal attacks about particular staff, citizens and/or contractors will not be tolerated. Posts of this nature will be removed immediately.

On Topic

When a blog or a page on a Social Media website is regarding a particular topic or project, please keep in topic of that issue. Any comments regarding something completely different will be removed from that

forum. If a new issue is wished to be started, please contact the Communication Coordinator to start a new forum. Any comment that looks like self promotion or spam will be removed immediately.

Honesty and Accuracy

Please ensure all of your comments are honest and accurate. The use of false information only causes confusion and worry. Remember that staff are not the only ones reading these comments. Anything on the internet that has a long memory and if the information is untrue then the public become are then misinformed. If you are unsure of something, please send a question to communications@lacombe.ca.

Error Correction

The City of Lacombe staff will make every attempt possible to ensure that information is accurate. However any posts by the public that are inaccurate, may either be corrected prior to posting to forum.

Confidentiality

There are elements of the City of Lacombe that will not be able to be discussed; please respect the staff when an item arises that is confident and they cannot express a comment or opinion. If there is more information that is required or questions that are not answered, please send an email to communications@lacombe.ca. If there are any comments that are posted by the public that violates privacy or confidentiality, they will be removed immediately.

Blocking

If a member of the public repeatedly violates the External Users Policy, the staff will have no other option than to unconditionally ban any further comments that are made on any Social Media websites.

Contact

Any questions or comments about the use of the social media websites should be directed to communications@lacombe.ca . Any technical problems with the social media websites should be directed to it_group@lacombe.ca.

Stephan Christie
Mayor

DATE:

Norma MacQuarrie
Chief Administrative Officer