



### SOCIAL MEDIA USE

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<b>Policy Number:</b>	12/016.01 2023ADP
<b>Policy Review:</b>	Every 5 Years
<b>Policy Owner (Dept.):</b>	Community Services
<b>Reference(s):</b>	Media Relations Administrative Directive, <i>Freedom of Information and Protection of Privacy Act</i> (FOIP), Employee Code of Ethics and Conduct

#### 1. PURPOSE OF POLICY

- 1.1. To establish standards and guidelines for the City of Lacombe’s social media presence.

#### 2. POLICY STATEMENT

- 2.1. The City of Lacombe recognizes the value of social media to deliver effective and accessible communication about municipal news, programs and services to the community. This Policy is in addition to and complements other City policies, directives and guidelines regarding the use of technology, computers, e-mail and the Internet. The City Social Media channels:
  - 2.1.1. Promote engagement and encourage dialogue;
  - 2.1.2. Relay information on City services, programs, events and provides relevant information on City affairs;
  - 2.1.3. Act as channels for time-sensitive information (e.g. emergency alerts).

#### 3. APPLICABILITY

- 3.1. This Policy applies to all Staff and others acting on behalf of the City of Lacombe, such as consultants or contractors hired for a specific project or timeframe.
- 3.2. This Policy does not apply to Lacombe City Council, the Lacombe Fire Department and the Lacombe Police Service.
- 3.3. This Policy does not apply to employees’ personal social media use.
- 3.4. This Policy comes into effect upon approval of the CAO.

#### 4. DEFINITIONS AND ABBREVIATIONS

- 4.1. **CAO** – the City of Lacombe’s Chief Administrative Officer
- 4.2. **City** – the City of Lacombe



- 4.3. **Social Media** – a collection of Internet-based communities that allow users to interact with each other online: most often used to describe popular social networking websites such as Facebook, Twitter, Instagram, LinkedIn, etc. which allow users to create personal profiles, post updates, share photos and videos, and post on each other's profile pages in real-time
- 4.4. **Staff** – regular full-time, regular part-time, temporary full-time, and casual employees, as well as any individual retained by the City who is acting on the City's behalf

## 5. ROLES AND RESPONSIBILITIES

### 5.1. Chief Administrative Officer

- 5.1.1. Approves this Policy.
- 5.1.2. Ensures staff compliance with this Policy.
- 5.1.3. Assign the role of Social Media Designate.

### 5.2. Social Media Designate

- 5.2.1. Adheres to this Policy.
- 5.2.2. Ensures messaging is consistent with City policies, directives and legislation.
- 5.2.3. Acts as primary spokesperson to represent the City and its position on social media platforms.

## 6. POLICY DETAILS

### 6.1. The City of Lacombe supports the use of social media to:

- 6.1.1. Be proactive in managing relationships with the public and other stakeholders;
- 6.1.2. Promote municipal programs and services;
- 6.1.3. Promote community committees, boards, events, etc.;
- 6.1.4. Promote general social good in the community;
- 6.1.5. Increase government transparency and openness;
- 6.1.6. Help increase public trust in local government;
- 6.1.7. Adjust communication strategies and tactics quickly when necessary;
- 6.1.8. Provide additional communication channels during emergencies;
- 6.1.9. Consult and engage online audiences on specific issues; and,
- 6.1.10. Manage corporate messaging by creating content that stands alongside media relations efforts.

- 6.2. The City of Lacombe's social media use shall be in accordance with the *Freedom of Information and Protection of Privacy Act*.
- 6.3. All social media accounts created on behalf of or representing the City of Lacombe:
  - 6.3.1. Must be approved, established, and administered by the Communications and Marketing Department;
  - 6.3.2. Are subject to removal and/or restriction by the Communications and Marketing Department; and,
  - 6.3.3. Are the property of the City.
- 6.4. The use of all social media and social networking sites by the City will adhere to:
  - 6.4.1. Provincial and federal legislation;
  - 6.4.2. The terms of service of each social networking site; and,
  - 6.4.3. All applicable City policies and guidelines.
- 6.5. Any content maintained in a social media space, related to City business, including a list of subscribers, and posted communication, is a public/official record and must be maintained as such. The Communications and Community Engagement Coordinator is responsible for overseeing that an accurate and complete response is made to any public requests made in this space.
- 6.6. Only authorized staff, as delegated by the Social Media Designate, are permitted to engage in social media activity for corporate purposes on official municipal social media platforms.
- 6.7. The City expects all Staff who use social media to do so in adherence to the Employee Code of Ethics and Conduct.
- 6.8. The City reserves the right to remove inappropriate, inaccurate, irrelevant or unproductive content from official social media platforms. If the user continues to post this type of content, the City may ban or block the user from the site.
- 6.9. Sharing and Reposting Content
  - 6.9.1. The following content may be shared or reposted on a Municipal social media account:
    - 6.9.1.1. Links pertaining to City programs, events and services;
    - 6.9.1.2. Links related to City-funded committees, boards, events and programs; and,
    - 6.9.1.3. Links or information on community hosted events.
  - 6.9.2. The following content shall not be shared or reposted on a Municipal social media account:
    - 6.9.2.1. links to a personal account or website;

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- 6.9.2.2. links to an individual business account or website;
- 6.9.2.3. links to political party or candidate accounts or websites;
- 6.9.2.4. events that promote individual businesses;
- 6.9.2.5. links to content that includes objectionable material; and,
- 6.9.2.6. links to or content that does not comply with municipal, provincial or federal legislation, is political in nature, or promotes a specific religion or religious service.

### 6.10. Privacy

For greater clarity, the following privacy provisions affect the City's use of social media:

- 6.10.1. The City will use available web tools or services to obtain non-identifying anonymous, aggregate, or statistical information concerning its programs, services or marketing efforts from social media sites.
- 6.10.2. While the City may scan or monitor published information available on social media sites, it will not seek to obtain or collect an identifiable individual's personal views, actions, or comments or take steps to identify the specific author or contributor of unpublished information or content unless authorized and permitted by law to do so.
- 6.10.3. If any official City content includes personal information, the use and disclosure of that personal information must be permitted under the Freedom of Information and Protection Privacy (FOIP) Act. The City will not collect personal information about individuals who are registered with these sites unless it is authorized under the FOIP Act.
- 6.10.4. In the social media realm, personal information includes an individual's name, email address or username if it includes the individual's name, a portion of their name, or otherwise identifies them.
- 6.10.5. The City should avoid using social media as a means of collecting personal information wherever possible.
- 6.10.6. All records concerning City content posted to, or obtained from, any social media page/site are subject to the access to information provisions of the FOIP Act. However, the City does not maintain records of actual posts and comments, and third party sites hosting City content and comments, however, are not subject to the FOIP Act in any way.

## 7. END OF POLICY

Original Signed

February 13, 2013

Signature of CAO

Date



### **POLICY RECORD**

#### **Approval and Amendment History**

Date of Approval	Description
February 13, 2023	Approval of Policy

#### **Review History**

Date of Policy Owner's Review	Description/Action Taken or Required