

Social Media Guidelines

The Town's approach to social media management and monitoring.

Last Updated January 2026

The official corporate "Town of Olds" social media channels are overseen by Communications who make a genuine effort to provide timely information and the best possible customer service to residents.

Other social media channels overseen by the Town of Olds include Invest Olds, Olds Community, Olds Fire Department, Olds Community Connection Centre, Olds Sports and Recreation, and the main Town of Olds account.

Acceptable Content

Content, comments, or links containing any of the following will not be acknowledged (or, in some cases, permitted) on any Town of Olds social media outlets:

- Sarcastic and/or disrespectful comments;
- Comments not directly related to the particular post or article;
- Comments that are repetitive or disruptive;
- Promotion of commercial services, products or events outside of municipal corporations, key sponsors, affiliations, supporters or business partnerships that align with the Town's economic development goals and/or community interests;
- Promotion of political candidates or controversial figures;
- Promotion of illegal activity;
- Information that may compromise the safety or security of the public or public systems;
- Content that violates the legal ownership interest of any other party;
- Information that is incorrect, misleading, or confusing.

Response Time

The Town's social media channels are monitored during business hours: Monday–Friday, 8:30 AM–4:30 PM. Communications staff aim to respond to all appropriate comments (deemed so as per the above lists) within 8 business hours.

Please note that this turnaround time is impacted by staff availability and resources across the organization, especially during a crisis. There may be instances when a response may take more time.

Health & Safety

In accordance with Occupational Health and Safety Act, and in protecting Town employees from harm and harassment in the workplace, the Town does not condone the following on social media:

- Abusive, profane, derogatory, or offensive comments;
- Slanderous or defamatory remarks, obscene language or sexual content;
- Information that may compromise the safety or security of Town employees;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.

Should comments that meet any of the four criteria above be directed at any Town-managed social media channel via social media, the following steps will be taken:

Step 1: The Town's account will hide, remove or request removal of the offensive comment/post.

Step 2: After three offenses, the Town may block the offending user. The Town of Olds reserves the right to block/ban specific users from the Town's official social media channels whose activities do not comply with the Social Media Guidelines. For more information, please contact communications@olds.ca

Bots and Fake Accounts

Accounts that appear fake or a bot may be banned. These accounts may be identified by:

- Repeating the same phrases or captions across many posts;
- Comments often ignore the post content;
- Engages with content the second a post is live;
- Rarely answers to follow-up questions or conversations feel scripted;
- Sharing links far more than original thoughts;
- Username with random numbers or odd letter strings;
- Bio is vague and may push links or slogans, lacking personal detail;
- No real profile photo or is a stock image.

Sharing 3rd Party Information

Criteria for sharing information from 3rd Party Organizers:

- Event must be reasonably local
- Shared information must come from the original poster and will not be created by Staff. This is to avoid sharing incorrect or outdated information and because we're unable to respond to any inquiries.
- Event must not be related to a business sales or marketing promotion.