



Prepared By: Community Services

Council Approval Date: February 10, 2020

Effective Date: Immediately

Council Resolution No.: 20-41

**POLICY STATEMENT**

Social Media complements traditional communications and marketing methods. The Town of Olds supports the use of Social Media to further the strategic direction and goals of the organization.

**PURPOSE**

To provide standards for Employees and/or Third Parties who engage in Social Media platforms on behalf of the Town of Olds.

**DEFINITIONS**

“Chief Administrative Officer (CAO)” shall mean the Chief Administrative Officer.

“Employees” means any person in a position at the Town of Olds. This includes any permanent, temporary, part time or casual employees.

“Regular Business Hours” means 8:30am – 4:30pm, Monday to Friday, exclusive of statutory holidays.

“Social Media” refers to freely accessible, interactive web-based technologies used to produce, post and interact through text, images, video and audio to inform, share, promote, collaborate or network. The platform may be third-party hosted. Examples include, but are not limited to Twitter, Facebook, YouTube, Instagram, and Mobile Applications (APPS).

“Third Parties” means any person or entity that performs work on behalf of or at the request of the Town of Olds.

**SCOPE**

All Social Media platforms that represent the Town of Olds.

**RESPONSIBILITIES**

The Chief Administrative Officer (CAO) or designate is responsible for overseeing this policy.

**STANDARDS**

1. The Town of Olds will build its presence on Social Media and use it with consideration given to:
  - a. ensuring efforts align with the Town’s strategic plan, corporate values and policies;
  - b. identifying the fit within business and communications/marketing plans and objectives; and
  - c. understanding the benefits, implications and risks in using Social Media.
2. Prior to opening a Social Media account, internal administration approvals shall be adhered to.

3. All account identities shall adhere to corporate brand standards.
4. All activity shall be an accurate representation of the Town.
5. All Town accounts shall be monitored.
6. The CAO and any deemed designates shall have access to account information.
7. Comments and conversations on Social Media sites will not be deemed as official correspondence and therefore will not be recorded or managed in a formal manner, and may be addressed during Regular Business Hours.
8. Personal opinions are not to be expressed via Town Social Media accounts.
9. Use of personal Social Media accounts used to represent Town business is prohibited.
10. Inappropriate posting includes any of the following:
  - a. Slanderous or defamatory remarks;
  - b. Obscene language;
  - c. Sexual content;
  - d. Confidential information, including data, documents, and records stored on the Town of Olds network and related systems that is protected by electronic measures to prevent to general dissemination of said information to the general public;
  - e. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, age, religions, gender, marital status, sexual orientation, status with regard to public assistance, national origin, or physical/ mental disability;
  - f. Promotion of commercial services or products other than approved sponsors, and stakeholders;
  - g. Comments in support or opposition of political campaigns;
  - h. Promotion of illegal activities; and
  - i. Information that may compromise the safety or security of the public or public systems.

Any content deemed inappropriate may be hidden or removed at the discretion of the Town. An individual or group may be blocked or banned as a user from a Town Social Media platform if that user is breaking or abusing any of the above standards.