

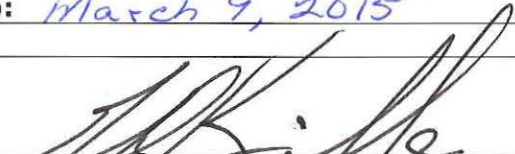


City of Leduc Policy

Policy Title:
Social Media Policy for Council

Policy No: 11.00:27

Supersedes: NEW
Revision #: NEW

Authority: City Council	
Section: Council	Approval Date: March 9, 2015
Responsible Department: Communications & Marketing	Effective Date: March 9, 2015
Relevant Legislation:	
Relevant Council Resolution(s) and Date(s): <i>March 9, 2015</i>	
Relevant Bylaw and Date(s):	
Authority's Signature: 	

Policy Objective:

The City of Leduc supports the use of social media to further the strategic direction and goals of the organization. While holding office, members of Council should build their social media content with consideration given to:

- o aligning with the strategic plan, corporate values, and policies; and
- o the benefits, implications and risks of using social media.

Policy:

A. Definitions

Social media refers to widely accessible, interactive, internet-based technologies used to produce, post and interact through text, images, video and audio to inform, share, promote, collaborate and network.

B. Roles and Responsibilities

All members of Council are responsible for understanding this policy and all policies, procedures and guidelines affecting use of social media, including but not limited to the City of Leduc Ethical Guidelines of Conduct for Elected Local Government Officials Policy Number 11.00:05.

C. Council Access

All members of Council have the right to access social media sites as a private citizen. See section D of this policy for information on protocol.

D. Account Management

1. Creation

Members of Council wishing to make use of social media may create their own account(s). Effort shall be made to align the selection of social media tools to those of the City's preferred tools (e.g. – Facebook, Twitter, YouTube) to facilitate connectivity with City communications.

2. Management

Members of Council should manage and monitor their individual social media accounts and support the following best practices:

- maintain a copy of all username, passwords and social media site hosts in a secure location;
- know the procedure to remove content or disable profiles should the same be necessary in an emergency; and
- understand and make use of privacy settings.

E. Protocol

It is important to recognize that information published on the Internet can impact and reflect back upon the City, may not be purely personal or private in nature, and may be subject to discovery proceedings in legal actions and Alberta Freedom of Information and Privacy Protection Act (FOIP) inquiries.

Members of Council are encouraged to exercise caution and discretion when posting on social media sites. As with all other communication tools (i.e. public presentations, email and written correspondence) it is recognized that members of Council often act as ambassadors for the City of Leduc.

When engaged in social media activity that relates to the City of Leduc business, members of Council should include social media interactions as part of the responsibilities outlined in the City's Ethical Guidelines of Conduct for Elected Local Government Officials Policy Number 11.00:05.

Care should be taken when posting statements to social media to ensure clarity amongst the audience that views expressed are either purely personal or where authorized as representative of the City of Leduc.

Members of Council are encouraged to use their social media accounts to:

- promote municipal and community activities, events, groups and associations;
- repost items from the City's official key messages or post publicly available documents; and
- invite comments from residents and stakeholders to support two-way communication.

Members of Council should refrain from:

- posting information related to in-camera or confidential municipal information;
- engaging in discussion or sharing information on subjects pertaining to private (in camera) meetings;
- posting information on council meeting decisions prior to their official release through municipal minutes and proceedings;
- engaging in debate or argument through un-moderated social media sites;
- posting information on emergency situations outside of the City's communication protocol outlined by the City of Leduc's Municipal Emergency Plan; and
- posting comments to official City social media accounts to promote individual and/or political opinions and/or campaigns.

F. Interaction Guidelines

Members of Council are responsible for the content shared and posted through their individual social media accounts and are encouraged to adhere to the following set of standards for appropriate interaction:

- Post information in a polite and professional manner;
- Invite and encourage discussion;
- Be accurate, fair, thorough, and transparent;
- Listen to dissenting opinions and respond in a respectful manner;
- Repost items provided by the municipality, municipal organizations, or other members of Council to enhance awareness of municipal initiatives; and
- Post regularly and respond to questions and comments in a timely manner.

