

Approval Date: April 12, 2021	Policy Number: P-12-15-B
Motion: 21-04-139	
Supersedes: P-12-15-A	
Title: Social & Digital Media Policy	

Purpose

To give direction and set requirements which must be adhered to as the Town of Peace River participates in the realm of social media.

Related Documents

- Personnel policies
- Council Code of Conduct Bylaw
- Employee Code of Ethics
- Social Media Participant Use Policy and,
- Freedom of Information and Protection of Privacy (FOIP).

Definitions

“Authorized Spokesperson” means an employee who has been authorized by the CAO to represent the Town of Peace River on social media.

“Official presence” means a page or an account on a social media site that is owned and operated by the Town of Peace River.

“Personal account” means a social media account belonging to an employee, contractor or agent for their personal use.

“Social Media Manager” means an employee who is administrating a Town social media account.

“Social media” means any self-publishing digital platform, such as but not limited to Facebook, Twitter, Instagram, blogs, YouTube, or Tik Tok.

“Town” means the corporation of the Town of Peace River.

“User” means anyone who accesses Town-owned digital properties and social media pages.

Policy

1. The Town's official presence on social media sites contributes, to discussions on Town programs, services, policies, and bylaws in an official capacity.
2. Due to the prevalence of digital communications, including social media, it is imperative the Town maintain an official presence online and on social media.
3. Social media is freely accessible and offers an efficient and cost-effective tool to disseminate Town information to the community.
4. Participating in social media is not without risk and presents risks and liabilities that need to be mitigated through careful content planning, curation, and execution.
5. In addition to the primary Town social media account, additional accounts may be used by some Town departments, facilities, and programs. These include:
 - 5.1. Peace River Family and Community Support Services (FCSS),
 - 5.2. Peace River Museum, Archives and Mackenzie Centre,
 - 5.3. Baytex Energy Centre,
 - 5.4. Peace Regional Pool, and,
 - 5.5. Others as approved by the CAO.
6. The scope of the policy includes all employees, contractors, and agents.

Use of Official Social Media Accounts

7. Only authorized spokespeople, or their designates, may represent the Town on social media.
8. Authorized spokespeople and social media account managers shall be assigned by the CAO or their designate.
9. Online interactions, posts, and content must be consistent with all relevant laws, bylaws, policies, and directives. Including but not limited to the Town's personnel policies, Employee Code of Ethics, the Social Media Participant Use Policy.
10. Moderation of user generated content will be consistent with the Social Media Participant Use Policy.
11. Social media managers must ensure that content shared on Town social media accounts is content owned or licensed to the Town for public use.
12. Prior consent must be obtained from the relevant party before sharing works by artists or naming personnel.
13. When responding to comments or messages on Town accounts:

- 13.1. Social media managers must ensure that responses are consistent with messaging approved by the relevant department.
- 13.2. Every effort should be made to respond to all questions and inquiries within a reasonable timeframe.

14. The Town will not reshare third-party content on town social media accounts, except in circumstances where the Town is involved either through partnership or a similar relationship, where the information is relevant for carrying out Town business, or other circumstances as approved by the CAO or their designate.

Employee Use of Personal Social Media

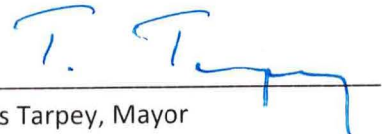
15. Employee conduct on their private social media channels must be consistent with Town personnel policies and the Employee Code of Ethics.

16. Employees may not use their personal social media accounts to represent the Town without express written permission from the CAO.

Records Retention

17. Social media posts are subject to the terms and conditions of the platform being used.

18. A record of substantive content shared on Town social media, as determined by the Communications Coordinator or CAO, will be maintained in accordance with the Records Retention and Disposition Bylaw.



Thomas Tarpey, Mayor



Christopher J. Parker, CAO