

Section: 2.0 General Government and Administrative Services
- A. Governance

Authority: Chief Administrative Officer

Statement

The Municipal District of Bonnyville (M.D.) recognizes that its presence on social media sites is a useful tool to distribute accurate information to online users. A social media presence contributes to our municipal image.

Purpose

- (1) Outline guidelines, standards, and principles for procedures that social media will use on a day-to-day basis.
- (2) Establish authority structures for social media content decisions.
- (3) Use social media as a tool for citizen engagement and tourism marketing.
- (4) Protect the reputation of the municipality. Ensure a consistent and professional approach by employees who communicate the M.D.'s business via social media platforms.
- (5) Establish social media protocols, criteria and courses of action for:
 - (a) establishment and monitoring of acceptable tools and accounts;
 - (b) addressing controversial / sensitive matters relating to the M.D. and its' employees;
 - (c) protection of privacy of the public who engage or interact with the M.D. as far as is reasonable in a social media environment.

Definitions

For the purposes of this policy:

- (1) "Social Media" means internet platforms meant to develop the networking abilities of the Municipality using electronic tools. These platforms include, but are not limited to, "Facebook", "Twitter" and "Instagram".
- (2) "Tools" means electronic tools that are accessible and are used to produce, post and interact with text, images, video, and audio in order to communicate, share, collaborate, or network. This may include but is not limited to blogs, social networks, videos and photos file sharing, podcasting, and wikis.

Guidelines

- (1) The use of all social networking sites by the M.D. will adhere to:
 - (a) All applicable provincial and federal laws / regulations and internal policies and bylaws including but not limited to:
 - (i) the Freedom of Information and Protection of Privacy Act (FOIP)
 - (ii) the Municipal Government Act (MGA)
 - (iii) M.D. Systems and Data Security Policy

- (b) The Terms of Service of each social networking site.
- (2) The following content shall not be permitted on the M.D. social media sites:
 - (a) personal attacks on individuals or specific groups;
 - (b) content that promotes, fosters, or perpetuates discrimination on the basis of race, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
 - (c) profanity, sexual content or links to sexual content;
 - (d) the encouragement or conducting of illegal activity;
 - (e) non-approved content related to sales, advertising or promotions;
 - (f) content promoting a candidate for municipal, provincial or federal election;
 - (g) information that could compromise the safety or security of the public;
 - (h) content deemed inappropriate by the Manager of Marketing and Communications or delegate.
- (3) Employees assigned to represent the M.D. via social media sites must conduct themselves as an M.D. representative and in accordance with M.D. policies and as per the Social Media Best Practices Guidelines in Attachment A.
- (4) When general M.D. employees are using the M.D. social media website, they:
 - (a) shall clearly note that they represent their personal views and not necessarily the views of the M.D.;
 - (b) are personally responsible for the content of their submissions;
 - (c) shall not reveal, disclose or discuss confidential M.D. matters;
 - (d) shall not reveal identifiable or personal information about another employee or citizen that is not publicly known;
 - (e) shall not divulge information gained from companies or other third parties as contracted with the M.D. to provide goods, programs and / or services.
- (5) At least one member of the Information Technology Department will be added as an administrator to each of the M.D.'s Social Media Networks or will have access to the login information and password. This will assist the M.D. in retaining control of the Social Media Platforms in case of employee termination.

Review Period

Within five (5) years from date adopted / amended / reviewed.

For administrative use only:

Previous Policy Number: (prior to July 24, 2019)	10.12.12
Related Documentation: (plans, bylaws, policies, procedures, etc.)	Attachment A: Social Media Best Practices Policy: Systems and Data Security (#2A.014)

Social Media Best Practices

Social Media Networks are an ever-changing environment, open to everyone in the world to use. As such, it is important for the Municipal District of Bonnyville (M.D.) to have a Best Practices Procedure to ensure the correct usage of these networks, and to maintain the municipality's reputation and integrity.

Content Guidelines

(1) Posting Guidelines for Followers:

The M.D. strives for a balanced, fair and honest online dialogue. Regardless if the comment is favorable to the M.D. or not, fair comments will stand. However, if comments are in contradiction to the guidelines as set out in the M.D. Social Media Policy (#2A.020), they may be removed by M.D. (Communications Coordinator, Manager of Marketing and Communications). Continuous attacks that are in contradiction to the guidelines by the same user will lead to that user being banned from the M.D.'s Social Media Network Platform.

(2) Posting Guidelines for General Employees:

The Marketing and Communications Department monitors all M.D. Social Media Networks and Platforms. Any posts made by any M.D. staff on the M.D. platforms which contain offensive, libelous or malicious content will be noted, recorded and then deleted from said platform. The record will then be given to the Chief Administrative Officer (CAO) and may result in disciplinary action. Employees and their immediate family members are not eligible to win prizes in any contest hosted by the M.D. or Kinsoo Ridge Social Media Platforms.

(3) Posting Guidelines for Communications Staff:

Conversations on Social Media Platforms are often informal. Responses to conversations on Social Media Platforms may be informal as well. However, it is important to remain professional in dealing with the public in this online environment. As it is a public forum, this means any and all comments can be reposted by users (including media). The following should be kept in mind when making or responding to posts on Social Media Platforms:

- (a) Maintain a respectful, constructive tone. Refrain from using emoticons or Internet slang.
- (b) Stick to the facts. Do not engage in debate.
- (c) Do not launch personal attacks against followers.
- (d) Do not make partisan or political comments.
- (e) Do not criticize M.D. procedures, policies, or business practices.
- (f) Adhere to confidentiality standards. Do not post anything not meant for public consumption.
- (g) Do not link to material that would be in contravention of the Guidelines as outlined in the M.D. Social Media Policy (#2A.020).
- (h) Consistent engagement is important. However, keep in mind the Social Media Communications Strategy as laid out in M.D. Content Marketing Plan.
- (i) If an employee is unsure how to answer or handle a situation, seek advice from the Manager of Marketing and Communications.