

SOCIAL MEDIA POLICY

DEPARTMENT: All Departments

COVERAGE: All Departments



DATE ADOPTED: November 5, 2015

REVISION DATE: October 19, 2016

RELATED POLICIES: Internet Use Policy, Human Resources Policy, Email Use Policy, Cell Phone Policy

The Town of Kindersley Social Media Policy was developed as a component of the Strategic Communications Plan and is intended to provide both a framework for use of social media as well as guidelines for employees of the Town of Kindersley engaged in online conversations as representatives of the Town. This Social Media Policy applies to all Departments of the Town of Kindersley (TOK) and all employees therein.

Policy

As a municipal government organization, the Town of Kindersley is held to a higher standard when it comes to online communication. Certain ethics should be followed at all times by all TOK personnel participating in social media.

Most conversations on social media platforms (including but not limited to Facebook, Twitter, Livestream, LinkedIn, and YouTube) are of an informal nature, therefore, a less formal writing style is permissible. However, professional discourse is expected at all times. The main focus of this Social Media Policy is to avoid messaging that will result in misinterpretation of Town policies or Council decisions, the spread of inaccurate information, or in extreme cases, conversations that could result in legal ramifications. Below are suggested guidelines when communicating with the public via any social media outlet.

Scope

The guidelines set forth in this Social Media Policy should be applied to any online medium where information may reflect back on the image of the TOK or Town personnel. This policy applied to all forms of social media including, but not limited to: blogs, Facebook, Twitter, LinkedIn, Livestream, and YouTube. These guidelines also apply to any comments Town of Kindersley personnel may leave on others' blogs or Facebook pages, edits to Wikipedia, responses to tweets, posting on message boards/forums, opinions on online polls or any product/services Town personnel might author.

Guidelines

1. The written conduct of all TOK social media authors should be consistent with the Town's mission, vision, and values.
2. Individuals are personally responsible for the content they post. Remember that posts can be seen by both personal and professional contacts. Posts should be responsible and protect privacy of individuals.



3. Only photos/videos taken by the Town of Kindersley in an official capacity will be posted on social media sites. These may include official award photos, photos/videos taken of speakers during meetings/conferences, event/videos photos with permission of the subject, promotional photos/videos, and official presentations.
4. Posts should not publish any confidential or proprietary information, and should respect copyright and disclosure laws.
5. Posts should be consistently informative in nature and positive in tone.
6. Links to the Town of Kindersley website are to be provided whenever possible.
7. Focus is placed on proactive messaging as opposed to reactionary messaging prompted by comments from the public.
8. All personal messages are to be responded to in a timely manner. Matters requiring follow-up should be forwarded to the appropriate department for additional information or response.
9. Only those personnel who have been given credentials by the Manager of Communications and/or Chief Administrative Officer (CAO) are permitted to post information in an official capacity on behalf of the Town of Kindersley.
10. Employees not posting in an official capacity of the Town of Kindersley are discouraged from, and subject to disciplinary action, for making social media posts or engaging in comments or discussions related to Town matters that could be interpreted as an endorsement or official commentary of the Town of Kindersley.
11. Do not post or link to any materials that are deemed defamatory, harassing, or indecent in nature.
12. Do not promote personal projects or endorse brands, companies, causes, or opinions when posting from a TOK account.

Additional notes:

1. The Internet is not anonymous, nor does it forget.
2. There is no clear line between work and personal life online. Always be honest and respectful in both capacities.

Anti-Bullying Bylaw 21-14

As per the Town of Kindersley's Anti-Bullying Bylaw 16-16, any repeated or habitual harassment of others, include taunts, name-calling and put-downs that are verbal, written, or electronically, digitally, or cyber transmitted on the Internet is deemed a bullying behaviour and is subject to enforcement as defined in the bylaw.

1. If an employee feels that he/she is being harassed by a member of the public through social media, either individually or collectively as part of a Town department, it should be reported immediately to his/her supervisor and appropriate action will be taken.