

Policy: G.2.6. SOCIAL MEDIA POLICY

PURPOSE:

The purpose of this policy is to establish the principles expected of all employees and Councillors when utilizing social media on behalf of Alberta Beach.

POLICY STATEMENT:

Alberta Beach values and encourages communications with its residents and businesses, and supports utilizing social media as an additional communication tool for information sharing and dialogue, and to achieve business goals and objectives.

DEFINITIONS:

“ Social Media” forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (Meridian Webster Dictionary) include but are not limited to: Facebook, Twitter, LinkedIn, FourSquare, MySpace.

SCOPE:

This policy covers all individuals working at all levels, including senior managers, officers, employees, trainees, part-time and fixed-term employees and Councillors. All staff and Council are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of Alberta Beach, our services and employees.

MANAGEMENT RESPONSIBILITIES:

Council is responsible for implementing, monitoring, and evaluating this policy.

STANDARDS:

1. ESTABLISHING ALBERTA BEACH'S SOCIAL MEDIA PRESENCE

- a. The development, implementation and usage of social media will be managed by the administration department and overseen by the C.A.O. and Alberta Beach Council.
- b. The Alberta Beach website will remain the primary web presence, social media sites will be used to enhance the Villages' website.
- c. The administration department will have 2 municipal administration staff members with access to Alberta Beach social media channels.

2. PARTICIPATION

- a. The administration department will post information via the Village's social media channels to ensure that messages are simple and engaging, and where appropriate, link the reader to the Village's website for more information.
- b. Employees interested in engaging in social media on behalf of Alberta Beach must consult with the C.A.O. and outline the need and purpose.
- c. All employees, whether representing Alberta Beach via the Village's social media outlets, or engaging in discussion on the Village's social media outlets using their own personal social media accounts are expected to conduct themselves professionally.

3. VISUAL IDENTITY STANDARDS

- a. Each social media site will include an introductory statement confirming it is maintained by Alberta Beach and have contact information displayed prominently.
- b. Each social media site will include an introductory statement confirming the purpose and scope of the site as well as posting guidelines (where appropriate).

4. GUIDELINES

- a. The Village's social media sites will only be used:
 - i. for outgoing communication and information only;
 - ii. to promote Alberta Beach in a positive manner;
 - iii. to post information to residents and businesses as items arise; and
 - iv. to post photos from any event that has given signed authorization due to Freedom of Information and Protection of Privacy Act (F.O.I.P.).
- b. The Village's social media sites will not be used:
 - i. to post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip;
 - ii. to post inflammatory comments, disparaging remarks, negative or inappropriate language or sexual innuendoes; and
 - iii. to promote any illegal or criminal activity.

APPROVED: JUNE 17TH, 2014