

Purpose:

- 1 To outline the corporate standards of communicating The City's business to the public online via social media and social networking sites in order to ensure consistency in the organization.

Policy Statement(s):

- 2 The City of Red Deer supports and encourages department to use The City's official social media and social networking sites to:
 - (1) enhance engagement and create dialogue with the public;
 - (2) inform and share information about City events and business (communicate, market, and promote information that citizens need and want to know);
 - (3) further the business goals of The City and its departments and divisions where appropriate; and
 - (4) disseminate time-sensitive information as quickly as possible (eg. emergency information).

Standards:

- 3 All social media accounts created on behalf of or representing The City of Red Deer:
 - (1) must be approved, established, and administered by the Communications & Strategic Planning department;
 - (2) are subject to removal and/or restriction by the Communications & Strategic Planning Director; and
 - (3) are the property of The City.
- 4 The use of all social media and social networking sites by The City of Red Deer will adhere to:
 - (1) applicable provincial and federal laws and regulations;
 - (2) the terms of service of each social networking site; and
 - (3) all administrative, human resources, and records management policies as well as other applicable City policies and guidelines.
- 5 Any content maintained in a social media space, related to City business, including a list of subscribers and posted communication, is a public/official record and must be maintained as such. Communications & Strategic Planning is responsible for overseeing that an accurate and complete response is made to any public requests made in this space.

Definitions:

- 6 **Public Statement:** a declaration made by City of Red Deer employees in any public forum, which relates to The City of Red Deer, its employees, and/or its business and enterprise units and includes statements made in blogs, online forums or discussion, social networking sites, wikis, and elsewhere in the public record.

- 7 Social Media/Social Networking: focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others through two-way communication. Popular methods of social media/networking include: Facebook and Twitter.
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References/Links:

- 1 Freedom of Information and Protection of Privacy Act (F.O.I.P.)
- 2 Red Deer City Council Strategic Direction 2011
- 3 The Bridge: Ethics Toolkit
- 4 The Bridge: Social Networking in the Workplace
- 5 The Bridge: The City's Cornerstone Values and Guiding Principles
- 6 The City's Corporate Identity Guide
- 7 1010-C Public Participation
- 8 5201-CP Information Technology Usage and Security
- 9 5203-CP Information Technology Security Incident Plan

Scope/Application:

- 1 This policy applies to all City of Red Deer staff, divisions, and departments who make public statements (see definitions below) on corporate social media sites and/or social media networks.
- 2 This policy does not cover appropriate use/expectations of use; instead it is dealt with in the Corporate Procedure 5201-CP Information Technology Usage and Security.

Authority/Responsibility to Implement:

- 1 All employees using corporate social media/social networking are responsible to follow and implement this policy.
- 2 Supervisors and department managers are responsible for ensuring compliance with this policy.
- 3 Supervisors and department managers are responsible for addressing non-compliance.

- 4 The Director of Communications & Strategic Planning is responsible for monitoring compliance with this policy and informing supervisors and department managers of non-compliance.

Inquiries/Contact Person:

- I Director of Communications & Strategic Planning

Policy Monitoring and Evaluation:

- I This policy will be reviewed every three years or earlier if necessary.

Document History:

Date:	Approved/Reviewed By:	Title:
October 1, 2013	"Craig Curtis"	City Manager

Administrative Revisions:

Date	Description
October 7, 2015	Revised to new format
November 3, 2015	Changed policy number to 1102-CA, Changed Inquiry person to Director of Communications & Strategic Planning, revised format to new template
July 17, 2017	Updated to most current template.