



	<p>Title: Corporate Social Media</p>
<p>Legal References: Municipal Government Act Freedom of Information and Privacy Act Copyright Act</p>	<p>Policy Category: Administration</p>
<p>Cross References: Corporate Communications Strategy 2009-2011 Social Media Implementation Strategy</p> <p>Policies: External Communications Policy* Internal Communications Policy* Web Policy* Media Policy* Advertising Policy* Emergency Communications Policy*</p> <p>Procedures: External Communications Procedure* Internal Communications Procedure* Web Procedure* Advertising Procedure* Media Procedure* Emergency Communications Procedure*</p> <p>Other: Corporate Identity Guidelines Corporate Identity Program Writing Style Guide* Web Standards* Terms of Agreement for Submissions Photo/Video Release Form</p> <p><i>* currently under development</i></p>	<p>Effective Date: March 29, 2011 Revision Date:</p>
<p>Purpose: This policy sets out corporate standards and principles for communicating in the online world on behalf of the County. Additionally, the policy serves to:</p> <ol style="list-style-type: none"> 1. Protect the County’s reputation and ensure there is a consistent and professional approach to how the corporation and its employees communicate the County’s business to its stakeholders via online forums and social media/networking sites. 2. Provide employees with an understanding of the policies and procedures for the acceptable corporate and personal use of social media sites and/or personal websites as they relate to the business of Rocky View County. 3. To establish protocols, criteria and courses of action for: <ul style="list-style-type: none"> • The establishment and monitoring of acceptable social media tools for use by Rocky View County and its departments. • Determining/adopting new social media tools/accounts for County use. 	

- Administration of County social media tools.
- Providing timely, effective, and accurate information and responses using social media.
- Ensuring there is a mechanism in place to address controversial or sensitive matters relating to online content about Rocky View County, its business practices, or its employees.
- Ensuring appropriate records management and retention practices are in place for online forums and tools.
- Ensuring of the privacy of the public who engage or interact with the County via social media/networking tools is appropriately protected.

This policy applies to the freely accessible online (social media or web 2.0) tools that are used to produce, post and interact with text, images, video, and audio in order to communicate, share, collaborate, or network. This may include: blogs, social networks, videos and photos file sharing, podcasting, wikis, and other similar tools. For the purposes of this policy, "social media" refers to public-facing Rocky View County and third-party-hosted sites.

Definitions:

- **"CAO"** means the Chief Administrative Officer appointed by Council in accordance with the *Municipal Government Act*, R.S.A. 2000, Chapter M-26.
- **"Municipal Government Act"** means an act of the legislature of the Province of Alberta, which authorizes and creates the governance of urban and rural municipalities throughout Alberta.
- **"Online Communications"** refers to the communications of information through the Internet for any purpose (i.e. information sharing, marketing, engagement). There are several different general categories of online communications, these include, but are not limited to:
 - **Social Networking and Social Media** focus 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.
 - **Online Advertising** is a form of promotion that uses the Internet for the express purpose of delivering marketing messages to attract customers or sell products. Examples include ads placed on third-party websites or search engines and rich media ads.
 - **E-mail Marketing** is a form of direct marketing which uses email as a means of communicating to an audience.
- **"Rocky View"** or **"County"** refers to Rocky View County.
- **"Social Media Content Moderators"** are employees within the corporation who have been appointed to speak on behalf of the County via the updating of content on the County's social media sites and pages.
- **"Social Media Implementation Strategy"** refers to a document developed by Rocky View County to identify and establish the County's social media presence as a resource to be used in communications initiatives, issues management, project management, and day-to-day business operations.

Policy Statements:

1. The County recognizes that its presence on social media sites is a useful tool to distribute information on County programs and services to online users and that a social media presence contributes to the image of the County.
2. The establishment and use of County social media sites are subject to approval by the CAO and/or the Communications Manager.
3. The use of all social networking sites by Rocky View County will adhere to:
 - a. Applicable provincial and federal laws, regulations and policies;
 - b. The Terms of Service of each social networking site; and
 - c. All Administrative, Human Resources, and Records Management policies and other applicable County policies and guidelines.

All new and existing social media tools being used to conduct Rocky View County business will be established and administered by an appointed social media content moderator from the Communications department and in accordance with Procedure 180.

4. Social Media Content Moderators shall monitor site content on a daily basis to ensure adherence to this Policy and the County's Social Media Procedures.

- a. The County shall be identified in a clear and consistent manner on all County-managed social media sites. Profile images for Rocky View County on social media sites shall contain the County logo.
5. The County shall strive to deliver prompt, courteous, and responsive communications on County-managed social media sites that are sensitive to the needs and concerns of the public, and respect privacy and individual rights.
 - a. Wherever possible, such sites shall clearly indicate that any articles, comments, and any other content posted or submitted for posting are subject to public disclosure.
 - b. Users and visitors to County-managed social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between County departments and members of the public.
6. The following content shall not be permitted on Rocky View County social media sites:
 - a. Comments not topically related to the particular site or blog article being commented upon;
 - b. Profane language or content;
 - c. Personal attacks on individuals or specific groups.
 - d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;
 - e. Sexual content or links to sexual content;
 - f. Conduct or encouragement of illegal activity;
 - g. Content related to non-County related sales, advertising or promotions;
 - h. Content for the purposes of promoting a candidate for municipal, provincial, or federal election;
 - i. Information that may tend to compromise the safety or security of the public or public systems;
 - j. Content that violates a legal ownership interest of any other party; or
 - k. Content that is believed to be inappropriate in the opinion of Rocky View's Communications Manager or CAO.
7. The County reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
8. The County will approach the use of social media tools as consistently as possible, department-wide.
9. The County's website shall remain the County's primary and predominant internet presence.
 - a. Wherever possible, content posted to social media sites will also be available on the County's website.
 - b. Wherever possible, content posted to County social media sites should contain links directing users back to the County's website for more information, forms, or documents.
10. Employees representing Rocky View County via County social media sites must conduct themselves at all times as a representative of the County and in accordance with all County policies.
11. County employees shall not represent themselves as representatives of the County on personal social media sites.