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| <b>Town of Midale</b><br><br>Policy<br>Manual | Authority:<br>Approved by Council     | Policy Type:<br>Employees |
|                                               | Effective Date:<br>February 14, 2023  | Revised Date:             |
|                                               | Policy No. 300-16 Social Media Policy |                           |

**Policy No. 300-16  
Social Media Policy  
February 14, 2023**

## 1. Purpose

The purpose of this policy is to set out direction for the Town to participate in social media. Employees and Council engaged in social media, either personally or on behalf of the Town of Midale, are expected to conduct themselves in a consistently professional manner so as to protect, promote and augment the good reputation of themselves and the Town of Midale.

## 2. Definitions

**2.1** “Social Media” is information content that is intended to facilitate communications and influence interaction with audiences, typically via the internet and mobile networks. Social media (ie. Town website, Facebook, and Instagram).

**2.2** “Personal” means social media communications not related to the Town of Midale work.

## 3. Policy Statements

**3.1** The CAO and/or his/her designate has the sole discretion to evaluate and approve what social media outlets may be suitable for the use by the Town and its Departments.

**3.2** The Town of Midale reserves the right to restrict or remove any comments or content that is profane, inappropriate, offensive, discriminatory or hateful.

## 4. Municipal Communications

**4.1** There shall be only one official Town of Midale account for the purpose of communicating official Town and Council messages to the public.

**4.2** The Town currently utilizes the Town of Midale Website, Facebook and Instagram as its main social media platforms to post information and promote programs and services.

**4.3** Once social media accounts are established they must be maintained on a regular basis

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|---------------------------------------------------|---------------------------------------|---------------------------|
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|                                                   | Effective Date:<br>February 14, 2023  | Revised Date:             |
|                                                   | Policy No. 300-16 Social Media Policy |                           |

#### **4.4 The main sources of information to be shared on the main platforms:**

- a. Website: Town information, meter reading submissions, information on recreation facilities, link to the rink calendar, newsletters, job opportunities, rental properties, events calendar, government information, business directory and services.
- b. Facebook/Instagram: Town notifications, community events specific to the Town of Midale, links to Town website, post shares from local organizations.

### **5. Personal Communications**

**5.1** All employees and Council members of the Town of Midale must take into consideration that when publishing content on any personal online accounts, that it has the ability to reflect upon the Town of Midale

**5.2** Each Town employee and Council member is personally responsible for the content they post through electronic means and/or social media sites. If participating in online conversations, do not compromise on professionalism. Be careful and considerate, as information shared on the internet cannot be permanently deleted.

**5.3** Under no circumstances are employees and Council members to share information on behalf of the Town through personal networks. Official communications are represented solely through the Town account.

### **6. Responding to Inquiries**

**6.1** Whenever possible, the CAO shall be informed of all potentially sensitive public issues in advance in order to ensure that the Town is prepared to respond in a timely manner with appropriate and accurate information.

**6.2** The CAO and Management Team are authorized to comment, in an official capacity, on Town social media sites.

**6.3** Respond to inquiries within forty-eight (48) hours (provided that the inquiry is not posed on a weekend or holiday). Inquiries are monitored during regular business hours of Monday to Friday, 8:30am to 4:30pm.

**6.4** When responding, acknowledge the issue at hand and provide factual, accurate information. Never enter into a public debate on social media. Evaluate the positive and negative aspects of the responses before responding to ensure you are not exacerbating the issue.

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|---------------------------------------------------|---------------------------------------|---------------------------|
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|                                                   | Policy No. 300-16 Social Media Policy |                           |

**6.5** Social media comments may be harsh and critical. It is very important not to become defensive or attempt to justify your actions. Your tone should be polite and the message should state accurate and factual information.

## **7. Compliance**

**7.1** Violation of this policy may result in disciplinary action up to and including termination of employment.

**7.2** Department Managers are responsible for information to their employees of the provisions of this policy.

## **8. Responsibilities**

**8.1** Town CAO will monitor this policy for compliance and recommend updates as required.

### Policy Revision History

| <b>Document Title</b>                 | <b>Revision Date</b> | <b>Approved by</b> |
|---------------------------------------|----------------------|--------------------|
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