



## Social Media Internal Organizational Usage

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| <b>Policy No.:</b> ADM-7  | <b>Council Resolution No.:</b> 386/2016 |
| <b>Department:</b> Administrative   | <b>Authority:</b> Council               |
| <b>Effective Date:</b> July 18, 2016                                      | <b>Revision Date:</b> N/A               |
| <b>Review Date:</b> April 2019 <i>D.R.</i>                                | <b>Repealed Date:</b> N/A               |
| <b>Supersedes:</b> CS-IT-3  |   |
| <b>Related Procedure No.:</b> ADM-7                                       |   |
| <b>Related Procedure Name:</b> Social Media Internal Organizational Usage |   |

### Purpose

This policy governs the publication of social media commentary on social media venues by employees, volunteers, and Mayor and Council of the Town of Taber.

### Policy Statement

- 1) Social Media means any facility for online publication and commentary, including without limitation blogs, wiki's, and social networking sites such as Facebook, LinkedIn, Twitter, YouTube, and Instagram.
- 2) Town of Taber supports the use of social media to further the strategic direction and goals of the organization. Social media provides additional tools and channels that can complement traditional communications and marketing methods and mediums.
- 3) Town of Taber will build its presence on social media sites and use social media tools with adequate consideration given to:
  - a. Ensuring efforts align with the Town's Strategic Plan, Corporate Values and policies;
  - b. Identifying the fit within business and communications/marketing plans and objectives;
  - c. Understanding the benefits, implications and risks in using social media.



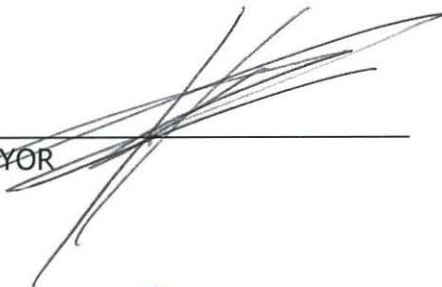
- 4) Legitimate business use of social media should benefit the organization by advancing the following goals:
  - a. Building a positive image for the Town of Taber;
  - b. Increasing mind share and awareness of the organization by reaching large audiences at low monetary cost;
  - c. Improving client satisfaction in order to receive more timely and personal service in the medium that they prefer and will be more satisfied;
  - d. Gaining citizen insights to monitor public opinion about the Town of Taber and its services;
  - e. Networking with professionals to maintain business contacts or maintaining contacts with members of professional organizations and their standards;
  - f. Reducing the cost of servicing clients to quickly and efficiently respond to customer service issues.
  
- 5) In their capacity as private citizens, Town employees, volunteers and Council members have the same rights of free speech as other citizens, however the Town of Taber expects that they will not represent the Town of Taber on their own personal social media sites or comment about the Town's operations.
  
- 6) Employees are bound by the official Oath of Confidentiality, the Employee Code of Conduct, the Freedom of Information and Protection of Privacy Act, and the Acceptable Use of Information Technology Resources Policy, and must not disclose any Town information or content that they are not specifically authorized to disclose.
  
- 7) Volunteers are bound by the official Oath of Office for their respective volunteer assignments and must not disclose any Town information or content that they are not specifically authorized to disclose.
  
- 8) The Mayor and Councillors are bound by the official Oath of Confidentiality, the Freedom of Information and Protection of Privacy Act, the Municipal Government Act and the Acceptable Use of Information Technology Resources Policy and must not disclose any information or content that they are not authorized to disclose.



- 9) Acting as a private citizen, a Town employee must use a private email address and make every reasonable effort to make it clear that their contribution to social media sites is as a private individual, and not as a representative of the Town.
  
- 10) This policy is in addition to and complements existing policies regarding the use of computers, information management, technology, electronic media and associated services, email, and the internet social media access and use involving the Town's Acceptable Use of Information Technology Resources Policy.
  
- 11) Administration shall establish procedures for this policy and shall be responsible to ensure the spirit and intent of the policy is adhered to.

**Additional References**

- Acceptable Use of Information Technology Resources Policy No. 06/05/23
- Employee Code of Conduct Policy No. CS-HR-3
- Town of Taber Oath of Confidentiality
- Town of Taber Oath of Office
- Freedom of Information and Protection of Privacy Act

  
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MAYOR

July 29, 2016  
DATE

  
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CHIEF ADMINISTRATIVE OFFICER

August 3/2016  
DATE

