

City of Melfort Policy Manual

<i>POLICY TITLE:</i> Social Media Policy	<i>POLICY NUMBER:</i> 1.6.65	<i>EFFECTIVE DATE:</i> October 17, 2016
<i>ORIGIN:</i> City Manager	<i>ADOPTED BY COUNCIL ON:</i> October 17, 2016	<i>DATE AMENDED:</i>

1. PURPOSE

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

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.
- 2.2 “Personal” means social media communications not related to City of Melfort work.

3. POLICY STATEMENTS

- 3.1 The City of Melfort website will remain the City’s primary and predominant internet presence. Whenever possible, content posted to the City social media sites should contain links directing users back to the City’s official website.
- 3.2 The City Manager and/or his designate has the sole discretion to evaluate and approve what social media outlets may be suitable for use by the City and its Departments.
- 3.3 The City of Melfort reserves the right to restrict or remove any comments or content that is profane, inappropriate, offensive, discriminatory or hateful.

4. CORPORATE COMMUNICATIONS

- 4.1 There shall be only one official City of Melfort account for the purpose of communicating official City and Council messages to the public.
- 4.2 The City currently utilizes Facebook as its main social media platform to post information and promote programs and services.
- 4.3 Departments may manage their own accounts at the discretion of the City Manager and /or his designate. Each Department Head may choose to have a subsidiary account for a specific area of their department (ie: Kerry Vickar Centre Facebook page, Swimming Pool Facebook page).
- 4.4 Once social media accounts are established they must be maintained on a regular basis. If neglected, the account will be absorbed into the official city account.

5. PERSONAL COMMUNICATIONS

- 5.1 All employees of the City of Melfort must take into consideration that when publishing content on any personal online accounts, that it has the ability to reflect upon your employer.
- 5.2 Each City employee is personally responsible for the content they post through electronic means and /or on 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 retrieved.
- 5.3 Under no circumstances are employees to share information on behalf of the City through personal networks. Official communications are represented solely through the City account.

6. RESPONDING TO INQUIRIES

- 6.1 Whenever possible, the City Manager shall be informed of all potentially sensitive public issues in advance in order to ensure that the City is prepared to respond in a timely manner with appropriate and accurate information.
- 6.2 The City Manager, Directors and City Clerk are authorized to comment, in an official capacity, on City social media sites.
- 6.3 Respond to inquiries within forty-eight (48) hours (provided that the inquiry is not posted on a weekend or holiday). Inquiries are monitored during regular business hours of Monday to Friday, 8:00 a.m. to 4:30 p.m.

- 6.4 When responding, acknowledge the issue at hand and provide factual, accurate information. Never enter into a public debate on social media.
- 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.
- 6.6 After responding to comments or questions, evaluate the positive and negative aspects of the responses. What was the reaction? Could something have been done differently?

7. COMPLIANCE

- 7.1 Violation of this policy may result in disciplinary action up to and including termination of employment.
- 7.2 Department Directors are responsible for informing their employees of the provisions of this policy.

8. RESPONSIBILITIES

- 8.1 City Manager will monitor this policy for compliance and recommend updates as required.