



**Policy No.: 1200.17**

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| Topic:<br><br><p style="text-align: center;"><b>Social Media</b></p>       | Effective Date:<br>July 26 <sup>th</sup> , 2016 |
|  | Approved By:<br>RES 217-08-23-16                |
| Subject Area:<br><br><p style="text-align: center;">Corporate Services</p> | Date of Next Review:<br>July 2021               |
|  | Date(s) Revised:                                |

**Policy Statement:**

Yellowhead County’s large geographic area makes communications to residents, industry and travelers challenging. As such, Yellowhead County may use social media to communicate County initiatives, goals and objectives or other pertinent information with the community and various stakeholders.

**Purpose:**

Yellowhead County has a business need to augment traditional communication methods with the use of social media channels. Through social media, the County wishes to increase awareness of municipal services and events, disseminate time-sensitive information quickly and to provide additional means to gather community comments and perceptions regarding the County and its initiatives.

**Definitions:**

1. “Social Media” means the umbrella terms that define the various activities that integrate technology, social interaction and content creation. Social media uses technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video sharing, podcasts, social bookmarking, mashups, widgets, virtual worlds, microblogs and more. NOT all forms of social media may be appropriate for use by the County.
2. “Approved County Social Networking Site” refers to social networks that the County Chief Administrative Officer has assessed and approved for use by County Departments.

**Managerial Guidelines:**

- 1) This policy applies to all County employees and approved volunteers providing services on behalf of the County.

- 2) A County department's decision to embrace social media through an approved County Social Networking Site shall be a risk-based business decision approved by the Department Head and shall consider the department's mission and goals, audience, legal risks, technical capabilities and potential benefits.
- 3) Department Heads or their designates are responsible for determining who is authorized to use social media on behalf of the department, and for designating appropriate access levels.
- 4) Departments shall only utilize County approved social media networks for hosting official County social media sites.
- 5) Departments are responsible for establishing and maintaining content posted to their social media sites and shall have measures in place to prevent inappropriate or technically harmful information and links.
- 6) The same standards, principles and guidelines that apply to County employees in the performance of their assigned duties apply to employee social media technology use.
- 7) Comments containing any of the following shall not be allowed on County social media sites and may be removed by Corporate Communications;
  - a) Comments not topically related to the particular site or article being commented on.
  - b) Profane language or content.
  - c) Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, physical or mental disability or sexual orientation.
  - d) Sexual content or links to sexual content.
  - e) Conduct or encouragement of illegal activity.
  - f) Content related to non-County related sales, advertising or promotions.
  - g) Comments determined by the County to be a specific attack on groups or individuals or to be inherently political in nature or cause.
  - h) Content that reveals personal or private information about any particular person or is otherwise protected by the Freedom of Information and Protection of Privacy Act.
  - i) Content that violates any County policy.
  - j) Content that is deemed to be inappropriate by the County's Corporate Communications department.
- 8) Documents and records generated as a result of this policy will be maintained in accordance with the Yellowhead County record retention policy.



Jack Ramme,  
Chief Administrative Officer

Aug 23/16  
Date