



POLICY – HR 30

SOCIAL MEDIA

APPROVAL DATE:	2013-05-12	CROSS-REFERENCE:	Media Relations HR50
RESPONSIBILITY:	Administration		
APPROVER:	Council	APPENDICES:	
REVISION DATE (s):	2018-08-13; 2021-06-21	REVIEW DATE:	2026

POLICY STATEMENT

To establish the rules governing the use of the Village of Marwayne's Social Media Platforms.

BACKGROUND

The Village of Marwayne utilizes Social Media Platforms to enhance communications with residents and stakeholders alike. All content posted to the Village of Marwayne's Social Media Platforms must be in support of the Village of Marwayne's strategic plan, goals and objectives. Being that Employees have the ability to publish articles, facilitate discussions and communicate information through various forms of Social Media Platforms, it is essential that Employees are accurately, effectively and respectfully representing the organization. Through the proper use of Social Media Platforms, the Village of Marwayne is able to compliment traditional methods of communication and marketing to better serve the community.



OBJECTIVE

To reach new audiences, increase transparency, and provide alternative means of communication for residents and stakeholders of the Village of Marwayne.

DEFINITIONS

CAO is the Chief Administrative Officer for the Village of Marwayne in the Province of Alberta.

Employee is a full-time permanent Employee of the Village of Marwayne in the Province of Alberta.

Employer is the Village of Marwayne in the Province of Alberta.

Social Media Platforms are any online publication, website or application used for the purposes of social networking. These include but are not limited to, Instagram, Facebook, LinkedIn, Twitter, Flickr, and YouTube.

Village is the Village of Marwayne in the Province of Alberta.

GUIDING PRINCIPLES

This policy applies to all Village of Marwayne Employees and is subject to the terms set forth below:

- The utilization of Social Media Platforms is designed to benefit the Village and build a positive image without incurring large monetary costs typically associated with marketing and advertising initiatives.
- Employees are required to ensure that they promptly engage with and reply to inquiries from residents and stakeholders as a means of providing timely customer service.
- By actively engaging the community and our regional partners and businesses, the Village of Marwayne shall be able to gauge and monitor public opinion regarding our services and network with the general public accordingly.
- Employees and Councillors must not represent the Village of Marwayne on their personal Social Media accounts nor provide comment on the Village's operations through any Social Media Platform. All Social Media



inquiries pertaining to the Village of Marwayne must be directed to the Village administration office for response and commentary.

- Employees and Councillors shall clearly identify that they are expressing personal views, and not the views of the Village of Marwayne, on any topic that may potentially be viewed as being controversial.
- Employees and Councillors may participate in Social Media of their own accord so long as they are adhering to the Village's respective Code of Conduct, Oath of Confidentiality, Freedom of Information and Protection of Privacy Act, Media Relations Policy and Acceptable Use of Technology Policy. Employees and Councillors are encouraged to follow all official Village Social Media Platforms and share content that has already been officially posted by the Village administration office.
- The Village must not post, share, like or comment on any external political content that may portray the Village in a negative manner.
- Employees posting, sharing or communicating information on behalf of the Village of Marwayne via Social Media Platforms must:
 - Respond as quickly as possible or when you can and where appropriate;
 - Be honest, transparent and share relevant information;
 - Maintain professionalism but don't follow a script or key messages;
 - Provide alternative means of communicating and move the conversation offline if necessary;
 - Respond during regular business hours to posts, comments and direct messages; and
 - Record negative content along with any official responses via screen shot.
 - It is important that Employees respond to fix facts, improve service, concur and/or share municipal successes.
 - Employees shall consult the Alberta Urban Municipalities Association's (AUMA) social media toolkit if uncertain as to how to respond on any official Village of Marwayne matter using a Social Media Platform.



ROLES & RESPONSIBILITIES

ROLE/TASK	TITLE (s) OF PERSON RESPONSIBLE
HANDLING INQUIRIES & COMMUNICATING POLICY	Chief Administrative Officer
MONITORING REVIEWS AND REVISIONS	Administrative Assistant