

**GOV - 007    Town of Viking Governance Policy**

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Social Media

Date Approved: June 3, 2019

Resolution No: 2019 - 163

Next Review Date: June 3, 2022

Replaces:

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**Policy Statement**

**PURPOSE**

To establish guidelines for the effective, appropriate and responsible use of Social Media and Social Networking sites to enhance communications in accordance with best practices.

**DEFINITIONS**

“Chief Administrative Officer” means a person appointed to the position by Council referred to as CAO.

“Commenter” means a Town of Viking official or member of the public who submits a comment for posting in response to the content of a Town of Viking article or social media content.

“Comment” means a response to a Town of Viking article or social media content submitted by commenter.

“Council” means the current elected officials of the Town of Viking.

“Information Control Officer” means any person, designated by the Chief Administrative Officer, working for the Town of Viking who is responsible for social media relations by inserting content, reviewing and authorizing content submitted by the Town of Viking authors and public commentators to be posted to a Town of Viking social media site.

” Social Media means content created by individuals using accessible and scalable technologies through the Internet. Examples of social media include Facebook, Twitter, LinkedIn, MySpace, YouTube and any other new technologies as they arise.

“Town” means the Town of Viking, its employees, or its duly authorized representatives.

**POLICY**

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The Town administration will have the ability to publish articles, facilitate discussions and communicate information through various media opportunities- related to conducting Town business. Social Media facilitates further discussion of Town issues and services by providing members of the public the opportunity to participate in many ways using the internet.

### IMPLEMENTATION

#### 1. Policy Procedures

- a. The CAO Officer, Assistant CAO or any other authorized employee shall be the Information Control Officer of the sites. The posts are to be approved by the CAO.
- b. Council and Administration will post on these website items of general information and discussion items, to solicit public input regarding possible Town projects.
- c. Authorized community groups may link off the Town of Viking's official website (town.Viking.ab.ca), provided they gain approval from the CAO.
- d. Page users (or fan) comments will be deleted if they are offensive in nature towards any person, group or demographic. The Town maintains the right to delete any comment, link, photo, post or video of any kind they feel does not promote the values or image of the community. Users can be blocked from the site(s) as well if in the opinion of the moderators they are abusing the page.
- e. The purpose of the site is to inform and gain feedback about specific projects or problems at large. All Town posts, comments or replies must be done in a professional positive and upbeat manner. These posts should provide basic information to the resident's questions or direct the resident to council if it involves any matter within their stewardship. Municipal employees are not to become involved in discussion only to provide information. Criticism of how the Town is operating is acceptable, provided that the comments are not directed at any employee or representative.

#### 2. Guidelines

- a. The Town of Viking website (town.Viking.ab.ca) will remain the Town's primary website.
- b. Wherever possible, all Town social media sites shall comply with all appropriate Town policies and FOIPP (Freedom of Information Protection Act) regulations and other applicable legislation.
- c. The Town social media site articles and comments will be regularly moderated and reviewed by the Information Control Officer. The Town reserves the right to, without notice, edit, remove, or refuse content containing any of the following forms of content:
  - i. Profane language or content;
  - ii. Content that promotes, fosters, or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;
  - iii. Conduct or encouragement of illegal activity;
  - iv. Content that violates a legal ownership interest of any other party; or
  - v. Any other content that the Information Control Officer feels will not add to the normal flow of debate.

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3. This policy shall be posted to the website.
4. All former policies relating to this section are hereby repealed.

Mayor



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CAO



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