



DRUMHELLER

ADMINISTRATION POLICY



A.01.15

SOCIAL MEDIA POLICY

THE PURPOSE OF THIS POLICY IS TO:

Set forth guidelines for the usage of electronic social media by Town of Drumheller employees.

POLICY STATEMENT:

Social media is an effective means of communicating with stakeholders. The Town of Drumheller must manage these new and evolving media effectively to ensure we are perceived positively by our stakeholders. Therefore, the Town of Drumheller must provide parameters for the use of social media within the organization.

DEFINITIONS:

Social media: All forms of media including, but not limited to: Web logs (blogs), Facebook, MySpace, Wikipedia, Twitter, Instagram, LinkedIn, YouTube; comments left by employees on others' blogs or Facebook pages, edits to wiki pages, responses to tweets, posts on message boards or forums, opinions on online polls, or any product or service authored by employees on company time, or any other forum or social medium intended to facilitate online communications that may arise in the future.

Official correspondence: Communication written, faxed or emailed to the Town of Drumheller that includes a proper name and address.

Tweets: Posts made via Twitter.

SOCIAL MEDIA USE:

1. The Town of Drumheller reserves the right to monitor all social media that it takes part in during business hours (8 a.m. – 4:30 p.m. Monday to Friday, excluding statutory holidays).
2. Town of Drumheller employees are reserved the right to participate in social media communications in their personal capacity using personal accounts outside of the workplace. Nevertheless, published information in this context should never be attributed to or appear to be endorsed by the Town of Drumheller.
3. In line with the Code of Ethics, advice that goes beyond the bounds of normal, job-related service should not be given the public.

4. Courtesy to and respect for co-workers, customers, suppliers, or any other person who deals with the Town of Drumheller must be observed in all online platforms.
5. Should Town of Drumheller employees choose to disclose their affiliation with the organization in an online platform, they must treat this disclosure and all related communications therein governed by the Town of Drumheller's policies.
6. The Town of Drumheller's assets should be used only to perform job-related activities online.

PROHIBITED USES:

1. Town of Drumheller employees are prohibited from publishing content including, but not limited to, the following nature:
 - a. Contains vulgar or offensive language;
 - b. Contains personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial, or religious group;
 - c. Contains spam, advertising or includes links to marketing sites;
 - d. Contains content which advocates illegal activity;
 - e. Harasses, threatens, intimidates, or coerces any person at any time;
 - f. Spreads malicious gossip or rumor;
 - g. Promotes particular services, products or political organizations inimical to the public interest;
 - h. Infringes upon copyrights or trademarks;
 - i. Addresses employment or personnel issues, or;
 - j. Other forms of content deemed in violation of existing organization policies or procedures.
2. Town of Drumheller employees are prohibited from identifying a co-worker in online content without prior written or verbal consent.
3. Town of Drumheller employees are prohibited from publishing content online covered by the Freedom of Information and Protection of Privacy (FOIP) Act and the provisions stipulated in the Code of Ethics.

DISCIPLINARY ACTION:

1. Those who violate these guidelines will receive disciplinary action of equal gravity to the violation in question in accordance with the organization's Code of Ethics and other existing HR policies.

DISCLAIMER:

1. Nothing in this policy is intended to be enforced to limit employees' rights to engage in social media communications to further the purposes of their position.

Adopted by Chief Administrative Officer

Date: July 22, 2015

R.M. Romanetz
R.M. Romanetz, P.Eng.