



LAC LA BICHE COUNTY PROCEDURE

TITLE: CORPORATE USE OF SOCIAL MEDIA PROCEDURE	PROCEDURE NO: CS-15-001
SPECIAL NOTES/CROSS REFERENCE: CS-15-001 Social Media Policy	AMENDMENT DATE:

PROCEDURE:

1.0 Specific Objectives

Lac La Biche County seeks to set guidelines which are to be followed by Lac La Biche County staff using social media in official or unofficial communications on behalf of the County.

2.0 Definitions

Social media refers to web-based technologies used to interact through text, images, video and audio in order to inform.

3.0 Procedures

- 3.1 Lac La Biche County recognizes that social media is a powerful communications tool that provides the public with timely information, promotes County programs and services, and engages with citizens. As an important part of Lac La Biche County's Communication Plan, the following procedures have been created to establish the standards and expectations for employees when using social media on behalf of the County.
- 3.2 The establishment and use of County social media sites are subject to approval by the Communications Manager. All new and existing social media sites being used by Lac La Biche County will be monitored by a member of the Communications department, who will also be included as an administrator of the page.
- 3.3 The use of all social media sites by Lac La Biche County will adhere to:
 - a) Applicable provincial and federal laws, regulations and policies
 - b) The terms of service of each social media site
 - c) All Administrative, Human Resources and Records Management policies and any other applicable County policies
- 3.4 These guidelines apply to all County staff and third party employees working for the County, particularly those who make public statements on corporate or personal social media sites, social media networks and/or personal websites that discuss, share or comment on County business.

- 3.5 The following content posted by either County staff or public users will not be permitted on Lac La Biche County social media sites and may be removed:
- Comments not relevant to the site or material being presented
 - Comments to an individual or organization that are abusive, hateful or profane
 - Content that discriminates on the basis of race, national or ethnic origin, age, creed, gender, marital status, socio-economic status, physical or mental disability, or sexual orientation
 - Sexual content or links to sexual content
 - Content for advertising/marketing purposes not posted by the County
 - Content that conducts or encourages illegal activity
 - Content that invades personal privacy
 - Information that could compromise public safety or security, or County operations
 - Unintelligible or irrelevant content
 - Messages that impersonate or misrepresent someone else, including public figures, County employees or County officials
 - Promoting or opposing political campaigns
- 3.6 The County website shall remain the County’s primary and predominant internet presence.
- a) Content posted to social media sites will also be available on the County’s website, wherever possible.
 - b) Content posted to social media sites should also include links directing users back to the County’s website for more information, or to access forms or documents.
- 3.7 Employees representing Lac La Biche County via social media sites must conduct themselves at all times as a representative of the County, and practice proper grammar and spelling when posting public information.
- 3.8 Unless for the purpose of sharing County-related information, County employees shall not represent the County on personal social media sites.
- 3.9 Lac La Biche County will monitor compliance with this policy and procedures and will address any concerns, including investigation and, if appropriate, disciplinary action.
- 3.10 The unauthorized use of the County’s name, logo, official marks and other forms of intellectual property owned by the County, is prohibited. Use of the corporate logo must adhere to the corporate graphic standards.
- 3.11 The unauthorized use of the intellectual property of others, i.e. brand names, logos, images and text, is potentially actionable by law. Proper permission to use others’ intellectual property must be obtained.

4.0 Social Media Sites—Personal Use

The following principles apply to personal use of social media when referencing Lac La Biche County or any employee thereof.

- 4.1 Lac La Biche County does not permit the personal use of the County's logo by any employee.
- 4.2 If someone chooses to self-identify as an employee of Lac La Biche County, that person must clarify that all opinions posted are their own and do not necessarily reflect those of Lac La Biche County.
- 4.3 Employees must not post comments, images or video that may damage the reputation of, or otherwise negatively impact, Lac La Biche County or its officers, officials or employees. Employees should be aware that taking public positions online that are counter to Lac La Biche County's interests might violate County policies.
- 4.4 Employees can be personally liable for defamatory or discriminating content about other individuals, even if those people are not directly identified.

5.0 Content Protocols

- 5.1 Content on County social media sites will only pertain to County-sponsored or County-endorsed programs, services and events.
- 5.2 Any County employee engaged in an online dialogue that involves information about County business, is required to meet a standard demanding that:
 - Communications on the County's behalf, on all social networking sites, should be based on current, accurate, complete and relevant data.
 - The County will not conduct activities that are illegal or contrary to the County's corporate policies.
 - County employees must maintain confidentiality of information, including company financial and business information, citizen and customer personal information, personal information about County Council, partner or supplier information, personal employee data, or any information not generally available to the public.

County employees who fail to comply with this policy and its procedures will be subject to discipline, up to and including termination of employment. In addition, depending on the nature of the policy violation, participants may also be subject to civil and/or criminal penalties.

“Original Signed”
Chief Administrative Officer

August 22, 2014
Date