



COUNCIL POLICY

Corporate Social Media

Policy #: A16

Section: Administration

Rescind Policy #: n/a

Legislative Reference: Access to Information Act and Protection of Privacy Act

1. PURPOSE

This document is designed to provide all Town of Smoky Lake employees with guidelines regarding the appropriate use of the municipal social media accounts with Facebook, Twitter, LinkedIn, MySpace, the company's blog (this list is not exhaustive).

2. STANDARDS

- 2.1 Employees may not disclose confidential or proprietary information on any of Town of Smoky Lake's social media pages. The disclosure of confidential or proprietary information without prior authorization may result in immediate termination.
- 2.2 Town of Smoky Lake employees will be held responsible for what they write or post on any of Town of Smoky Lake's social media pages. Inflammatory comments, disparaging remarks, or negative/ inappropriate language or posts are not permitted.
- 2.3 Town of Smoky Lake employees are directed not to engage in discussions regarding, legal issues in which the company is involved, or government issues related to the Town and our industry without prior approval from management.
- 2.4 Employees are required to respect copyrights and never post text, images or video created by someone else without proper attribution and/or authorization. If employees have questions about copyright law and/or the usage of certain media, they may contact management.
- 2.5 Social media is not a substitute for internal communications. Important information should be transmitted within normal Town communication channels (i.e. the Town's email platform), and not through social media outlets.



- 2.6 Social media is not a substitute for customer service. Employees are required to refer customers to the Town Office or Town Website instead of handling inquiries entirely through social media.
- 2.7 In the event that a Town of Smoky Lake staff member discovers any group(s) that users have formed to discuss the Town, its products, or services, employees are requested to bring them to the attention of management.
- 2.8 Employees are required to relay important issues to management as soon as possible.
- 2.9 Employees should always carefully consider what to post in response to an argumentative or accusatory post. If employees have any questions regarding how to respond to a particular post, employees should discuss the issue with management prior to posting.
- 2.10 Always adopt a positive attitude when responding to comments on the Town's pages or applications, or comments about the Town in general.

3. TOWN PHOTOGRAPHY

Consent is required prior to posting any photographs of employees of the Town or contractors on any of the Town of Smoky Lake's social media pages.

	DATE	RESOLUTION NUMBER
Approved	April 29, 2015	191/15
Amended	July 17, 2018	3427/18
Amended	September 1, 2026	440-2026

Marianne Prockiw-Zaruský
Mayor

Rod Hawken
Interim Chief Administrative Officer



Acknowledgement and Agreement

I, _____, acknowledge that I have read and understand the Corporate Social Media Policy A16 of Town of Smoky Lake. Further, I agree to adhere to this policy and will ensure that employees working under my direction adhere to this policy. I understand that if I violate the rules/procedures outlined in this policy, I may face disciplinary action, up to and including termination of employment.