


Clear Hills County

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| Effective Date: February 27, 2018 | Policy Number 1130 |
| Title: Social Media | |



1. Policy Statement

- 1.1. The purpose of this policy is to set out direction and requirements which will be followed as the Clear Hills County participates in the social media realm.
- 1.2. Clear Hills County will maintain a social media information page on Facebook, providing the county's constituents up to date information sharing regarding events and or notices.

2. Definitions

- 2.1. County - Clear Hills County
- 2.2. Social Media Site - Online service or software platform that focuses on building connections between people who share common interest and/or activities. Social media sites provide a user with a profile and means to connect with friends, family, acquaintances, colleagues, organizations, companies and/or institutions.
- 2.3. Social Networks- Personal pages that allow users to connect and share content
- 2.4. Facebook- Online social media and social networking service company
- 2.5. CAO- Chief Administrative Officer

3. Responsibilities

- 3.1. Providing more legitimate and easily accessible ways to participate in conversations with citizens and stakeholders;
- 3.2. Diversifying public input by including the voices of hard-to-reach citizens and stakeholders;
- 3.3. Allowing access to existing community interests and networks;

- 3.4. Providing cost-effective information and sharing offline engagement opportunities;
- 3.5. Driving traffic to hosted spaces, including websites with important information or discussion forums;
- 3.6. Offering creative ways to make data and information more useful and understandable to citizens and stakeholders.
- 3.7. Offering real time notifications and updates on large scale emergency situations that may or may not require evacuation of all or parts of the County.

4. Administering of the Facebook Page

- 4.1. The Chief Administrative Officer (CAO) will represent the County in social media and may delegate duties.
- 4.2. The County Facebook page is and will be used for information sharing only.
- 4.3. The County Facebook page may be used to share community events and general information by individuals and or community groups only as an information network.
- 4.4. No public comments will be published on the Facebook page, comments will be reviewed by the CAO or delegate and managed accordingly.
- 4.5. The page is not to be used for individuals, limited or corporate companies or any other parties trying to earn monies for personal gain.
- 4.6. This page is not to be used as a buy and sell, pet source or any other item exchange medium.
- 4.7. All posts must be lawful and fall under Clear Hills County code of conduct. [Bylaw 228-17 Councillor Code of Conduct](#)
- 4.8. Administration reserves the right to remove posts after the event has passed or the notification has passed its validity.
- 4.9. All Federal and Provincial laws and regulation will be adhered to.
 - 4.9.1. Freedom of Information and Protection of Privacy Act (the FOIP Act) – Any County social media initiatives that require the collection of personal information (for instance, public engagement efforts) must adhere to the FOIP requirements. In the social media realm, personal information includes an individual's name, email address or username if it includes the individuals' name, a portion of their name, or otherwise identifies them. <https://www.servicealberta.ca/foip/>

5. Procedure

5.1. Requests for posting events will be emailed to the Executive Assistant and approved by the CAO prior to publishing on the Facebook page.

The following information must be provided for each post:

- Title of event
- Description of event/notification
- Date and Time and location of event
- Group/society/committee name
- contact phone number
- email
- website link if applicable

5.2. If the above information is not provided the information will not be posted on the Clear Hills County Facebook page.

5.3. All inquires regarding non-County hosted events will be referred to the appropriate event contact, the County will not respond on behalf of any non-County event.

6. End of Policy

ADOPTED:

Resolution # C104-18 (02-27-18) February 27, 2018

AMENDED:

Resolution #