

## Social Media

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**Date of Approval by Council:** 05/10/2011; 03/27/2012

**Resolution No.:** 317/2011; 163/2012

**Lead Role:** Chief Commissioner

**Replaces:** N/A

**Last Review Date:** April 14, 2017

**Next Review Date:** 04/2020

**Administrative Responsibility:** Communications

**Special Notes:** Administrative guidelines to support this policy are available.

### Policy Statement

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Strathcona County supports the use of social media to further the strategic direction and goals of the organization. Social media provides additional tools and channels that can complement traditional communications and marketing methods and mediums.

Strathcona County will build its presence on social media sites and use social media tools with adequate consideration given to:

- ensuring efforts align with the County's Strategic Plan, Corporate Values and policies
- identifying the fit within business and communications/marketing plans and objectives
- understanding the benefits, implications and risks in using social media

This policy applies to Strathcona County departments and employees, and third parties working on behalf of the County.

Special Note: This policy also applies to Strathcona County elected officials except insofar as Policy GOV-001-033: Council/Public Communications otherwise provides.

### Definition

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**Social media** refers to freely accessible, third-party hosted, interactive web-based technologies used to produce, post and interact through text, images, video, and audio to inform, share, promote, collaborate or network.

### Guiding principles for social media

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These guiding principles express the qualities for social media use in Strathcona County.

**Transparency:** to present the County in an open, realistic, fair and human manner

**Customer service driven:** information, promotion, engagement to improve public service

**Value for effort:** the effective use of technology and social media interaction to create value while being efficient

**Quality:** information and knowledge offered in a timely, respectful, accurate and professional way

**Relevancy:** the use of the social media channels and niches to connect with residents where they are online

**Respect:** the same professional and ethical conduct is required in social media interactions as is required in the workplace

**Legislative:** to adhere to applicable provincial, federal and local laws, regulations and policies. All content must be able to be managed, stored and retrieved to comply with these laws.

Use of social media by Strathcona County Administration is governed and guided under the following policies and plans (and any related procedures) to ensure professional and ethical conduct, and alignment with other corporate requirements.

- Strathcona County's Strategic Plan
- Strathcona County Corporate Values [respect, integrity, fairness, safety, cooperation]
- Code of Ethics and Responsibilities Policy (HUM-001-001)
- Communications Policy (GOV-002-029)
- Corporate Records and Information Management Policy (GOV-002-013)
- Corporate Privacy Policy (GOV-002-026)
- Public Engagement Policy (GOV-002-025)
- Systems and Data Security Policy (GOV-002-023)
- Freedom of Information and Protection of Privacy Act

## **Roles and Responsibilities**

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1. **Chief Commissioner** is responsible for ensuring employee accountability relating to Strathcona County social media use.
2. The **Communications Department** is responsible to manage the corporate social media presence and coordinate social media initiatives overall to ensure quality, active and effective efforts. As the gatekeeper of social media for Strathcona County, Communications will monitor and oversee initiatives and activities. The Communications Director, and communications and marketing staff as assigned, develop, implement and support social media initiatives.
3. **Department Directors**, in consultation with the Communications Director, must approve any department official social media presence.
4. **Communications and marketing staff** work with **departments and business units** to initiate social media as part of communications and marketing planning for a project or initiative as required.
5. **Strathcona County employees** are responsible to follow and support the Social Media Policy and its guidelines, and be aware that the other policies and procedures listed above ultimately govern Strathcona County employee conduct, including professional and ethical conduct in social media and Internet use.

## **Procedures**

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Social media guidelines have been developed in support of this policy to set direction and requirements to follow as Strathcona County participates in social media: Social Media in Strathcona County – Guidelines, Tools and Start-up.

Social media tools and practices change and evolve, and these guidelines and procedures should be viewed as “living” documents that will also evolve over time.