

SOCIAL MEDIA POLICY
Council Policy No. 121/22

PURPOSE:

This Social Media Policy outlines the corporate standards and principles of communicating in the online world related to discussing, sharing or commenting on City business.

Social Media Use Goals

The City's goal in using social media is to:

- Engage citizens at their convenience.
- Make it easy for citizens to participate.
- Create a two-way dialogue with the community.
- Provide the City with the ability to communicate effectively.

POLICY:

Under the direction of the Chief Administrative Officer, the Communications Coordinator is responsible for specific social media functions, including posting fresh and engaging content, monitoring statistics and ensuring timely responses to public questions.

Social Media training is provided to key staff, by the Communications Coordinator, in each department to build social media capacity throughout the organization (including knowledge of best practices and trends), leverage ongoing communications opportunities and provide timely responses to citizen inquiries.

The City's social media channels are used to share relevant City information, including from various partners or stakeholders, and not from individuals, businesses, or groups. During a State of Emergency, content from outside sources may be shared on all City social media channels with the approval of the Communications Coordinator. The following guidelines shall apply:

- Relevant to the benefit of the community
- In response to a community-wide disruptive occurrence
- It does not financially benefit individual businesses
- Aligns with the City's overall goals and directions under the Strategic Plan and supports the citizens, not-for-profits, or the business community.
- Written approval has been obtained from the content owner.

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The current approved social media channels for City use are:

- Facebook: City, Recreation, Fire Department & Visitor Centre
- Twitter
- Instagram
- YouTube
- LinkedIn
- Snapchat

Employees representing the City on social media channels are expected to conduct themselves at all times following the Employee Code of Conduct, Respectful Workplace and Human Rights policies, and the Freedom of Information and Protection of Privacy Act.

Social Media Moderation Procedure

As outlined in the City of Fort St. John Respectful Workplace Policy – Council Policy No. 146/21, the City of Fort St John values all of its employees and is committed to providing an environment where Employees, Members of City Council, Volunteers, Customers, Contractors and Visitors are treated and treat each other professionally and respectfully with dignity in their interactions.

The City’s Social Media Moderation Procedure – Administrative Procedure No. 48/22 outlines the City’s Social Media Moderation procedure to ensure a respectful workplace.

Approval and Access

All social media channels must be approved by the Chief Administrative Officer, in consultation with the Communications Coordinator and requesting Director.

Only employees with authorized access, approved by a Director or Manager, to City social media channels are permitted to post or comment on behalf of the City. Sharing account log-in information is not allowed.

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Personal Social Media Use

Whether or not an employee chooses to create or participate in a blog, wiki, online social media network, or any other online publishing platform is their own decision. However, the City of Fort St. John recognizes that emerging online collaboration platforms are changing how individuals and organizations communicate.

The City expects that employees using personal social media accounts will use the same discretion and good judgment when posting online that they would use in a public setting. An employee who chooses to express an opinion regarding City policy may do so only if they precede their disclosure with a disclaimer acknowledging that their personal statement does not necessarily reflect the opinion of their employer.

City employees have no right to privacy concerning their personal use of social media or personal social media accounts. They should not expect or assume privacy or confidentiality for personal social media use. Employees are responsible for ensuring their online activities do not interfere with their ability to fulfil their job requirements or their commitments to their managers, co-workers or customers.

The City of Fort St. John expects its employees to adhere to the City's Respectful Workplace and Code of Conduct policies and to be truthful, courteous and respectful toward supervisors, co-workers, citizens, customers and other persons associated with the City. Do not engage in name-calling or personal attacks. Refrain from making disparaging comments about the workplace, policies, supervisors, or discussing internal employment disputes on social media. Assume anything written about a co-worker or supervisor will be read by that co-worker, your supervisor and many others.

Employees are encouraged to share posts from the City's official sites to their sites to assist the City in getting a message out and ensure that what they are posting to their pages is the official message from the City.

Enforcement

Employees who violate this policy may be subject to disciplinary action, up to and including termination of employment. Use of the City provided internet, email, and social media is a privilege. Unauthorized use will result in the loss of access for the user and, depending on the seriousness of the infraction, may result in disciplinary action as deemed appropriate.