

SOCIAL MEDIA FOR COUNCIL POLICY #11.0.6

POLICY STATEMENT

Social Media outlets are tools to provide information, ask for feedback, hear concerns, and address questions.

PURPOSE

The purpose of this policy is to support Councillors in their use of social media.

1. General Considerations

- 1.1. Councillors are bound by the Council Code of Conduct Bylaw 2018/05 and Procedural Bylaw 2018/04, and amendments thereto, both online and offline. This policy does not supercede any responsibilities, requirements, or regulations set out in the Municipal Government Act.
- 1.2. Councillors are individually responsible for their comments in person and on social media.
- 1.3. Regardless of whether online comments are personal or work-related in nature, statements made by Councillors will reflect on the reputation of the Councillor and the County of Wetaskiwin. As such, all posts/tweets shall be made in a professional manner.

2. Official Spokesperson

- 2.1. As outlined in the Procedural Bylaw, the Reeve is the official spokesperson for the County. Announcements, official statements and media responses come from the Reeve.
- 2.2. In the absence of the Reeve, the Deputy Reeve may make announcements and statements to the media.

3. Online Discussions and Debate

COUNCIL REVISION REFERENCE:	ORIGINAL COUNCIL APPROVAL REFERENCE:	PAGE #:
ADMINISTRATIVELY REVIEWED:	CG20180608.1008	1 of 2

SOCIAL MEDIA FOR COUNCIL POLICY #11.0.6

3.1. Councillors may post on public and private social media forums but Councillors shall refrain from engaging in debate or arguments.

3.2. When posting on social media, it is recommended that Councillors

- 3.2.1. Repost/Retweet the County's official messages;
- 3.2.2. Provide personal comments on activities or community events;
- 3.2.3. Invite opinions and comments from residents;
- 3.2.4. Post links to correct information if incorrect information is being circulated.

3.3. Councillors shall not provide comments on:

- 3.3.1. Investigations (criminal or otherwise);
- 3.3.2. Emergency situations (unless you are reposting/retweeting EOC messages);
- 3.3.3. Private matters (please refer to the FOIP Act);
- 3.3.4. In camera items;
- 3.3.5. Any enforcement and/or legal matters.

4. Opinions

4.1. Opinions of Councillors are their own. However, opinions Councillors make about other individuals become the property of those individuals (as per the FOIP Act).

4.2. Prior to making an opinion known, Councillors shall preface the opinion by stating that the opinion is their own and does not necessarily reflect the views of Council.

4.3. Councillors may express opinions on social media prior to debate. However, Councillors are expected to have an open mind when an item is presented to Council.

4.4. When a decision has been made by Council, it is the job of the official spokesperson to announce the decision. All decisions are posted in the minutes on the County's website.

COUNCIL REVISION REFERENCE:	ORIGINAL COUNCIL APPROVAL REFERENCE:	PAGE #:
	CG20180608.1008	2 of 2