



County of Wetaskiwin No. 10 Municipal Policy

Department:

Policy No.

11.0 Council

11.0.6

Title Social Media for Council

1. Policy Statement:

1.1. Social Media outlets are tools to provide information, ask for feedback, hear concerns, and address questions. The purpose of this policy is to support Councillors in their use of social media.

2. Responsibilities:

2.1. General Considerations:

2.1.1. Councillors are bound by the Council Code of Conduct Bylaw and Procedural Bylaw, and amendments thereto, both online and offline. This policy does not supersede any responsibilities, requirements, or regulations set out in the *Municipal Government Act*.

2.1.2. Councillors are individually responsible for their comments in person and on social media.

2.1.3. 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 shall be made in a professional manner.

2.2. Official Spokesperson:

2.2.1. 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.

2.2.2. In the absence of the Reeve, the Deputy Reeve may make announcements and statements to the media.

3. Guidelines:

3.1. Online discussion and debate:

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

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

3.1.2.1. Repost the County's official messages;

3.1.2.2. Provide personal comments on activities or community events;

3.1.2.3. Invite opinions and comments from residents;

3.1.2.4. Post links to correct information if incorrect information is being circulated.

Administrative Review	Policy Committee	Council Revised	Council Approved	Page
DM20210426.004	May 13, 2021	CG20210525.019	CG20180608.1008	1 of 2

County of Wetaskiwin No. 10 Municipal Policy		
Department:	Policy No.	Title
11.0 Council	11.0.6	Social Media for Council

3.1.3. Councillors shall not provide comments on:

3.1.3.1. Investigations (criminal or otherwise);

3.1.3.2. Emergency situations (unless you are reposting EOC messages);

3.1.3.3. Private matters (please refer to the FOIP Act);

3.1.3.4. Closed to the Public items;

3.1.3.5. Any enforcement or legal matters.

3.2. Opinions

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

3.2.2. 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.

3.2.3. 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.

3.2.4. 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.

Administrative Review	Policy Committee	Council Revised	Council Approved	Page
DM20210426.004	May 13, 2021	CG20210525.019	CG20180608.1008	2 of 2