

**Policy Name**

Social Media Policy

**Policy Number**

ADM-16



**Policy Statement**

Brazeau County will use social media tools to communicate timely news and pertinent information as it relates to residents and stakeholders of the County. It is intended to encourage information sharing and dialogue. This policy applies to Brazeau County Council, Senior Management Team, staff and third parties working on behalf of the County.

**Policy**

Brazeau County uses social media as an additional communication tool that is intended to encourage information sharing and dialogue, complementing existing traditional communication and marketing methods.

a) Definition

i) Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities/networks (online). Social media depends on mobile and web-based technologies. Text, images, video and audio are various methods used to inform, share, promote, collaborate or network.

ii) Participation

- a) Chief Administrative Officer (CAO) is responsible for ensuring employees accountability as it relates to Brazeau County social media usage.
- b) The Communication Division of Community Services is responsible to oversee the corporate social media presence; coordinating and monitoring all related activities.
- c) Directors, in consultation with the Communications Manager, must approve any department official social media activity (postings, tweets, etc.)

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- d) Employees presenting Brazeau County via social media are expected to conduct themselves at all times as a representative of the County in accordance with the Personnel Policy/Code of Conduct.
- e) Brazeau County Council members using social media are expected to conduct themselves at all times in accordance with Councillor Code of Ethics Policy and Communications Policy.

iii) Guiding Principles

- a) Transparency: to present the County in an open, honest, fair and just manner
- b) Value of content: to provide information in an interesting, timely, respectful and professional manner
- c) Customer Service focus: information, promotion and enjoyment to improve public service by all
- d) Respect: the same professional and ethical conduct is expected in social media interactions as is required in the workplace.

iv) Visual Standards/Disclosure

- a) All social media networking sites shall follow branding standards as outlined in the Visual Standards policy and have County contact information prominently displayed.

v) Posting Guidelines

Content, comments or links containing any of the following will not be allowed on any Brazeau County social media sites:

- a) Comments not related to the topic at hand on a particular page or site;
- b) Slanderous or defamatory remarks, obscene language or sexual content;
- c) Promotion of illegal activities;
- d) Content that promotes, supports or implies discrimination based on gender, race, religion, color, mental or physical disability or marital status;
- e) Promotion of political parties or candidates;
- f) Promotion of commercial services or products other than project funding, announcements, joint partnerships, County business openings/expansions or any other key stakeholder relations; and

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- g) information that compromises the safety and/or security of the public at large.

Brazeau County reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

- vi) Availability

Brazeau County will update and monitor social media sites during the office hours of 8 am-5 pm. Monday to Friday. As customer service is of the upmost priority, we will attempt to respond to all inquiries via social media in a timely manner during office hours. The County assumes no responsibility for lack of response after office hours, but in the case of emergency/disaster services scenarios, exceptions will be made.

- vii) Records/Legislative

All Brazeau County social media sites shall adhere to applicable provincial, federal and local laws, regulations and policies.

The *Freedom of Information & Protection of Privacy Act* applies to social media content and therefore content must be able to be managed, stored and retrieved to comply with the Act.

- viii) Procedures

To support this policy, a social media strategy and guidelines document will be readily available to all those wishing to participate in social media to promote Brazeau County. (currently in draft)

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