

**Purpose:**

- 1 To outline the corporate standards of communicating The City's business to the public online via Social Media and Social Networking sites in order to ensure consistency in the organization.

**Policy Statement(s):**

- 2 The City of Red Deer supports and encourages departments to use The City's official Social Media and Social Networking sites to:
  - (1) enhance engagement and create dialogue with the public;
  - (2) inform and share information about City events and business (communicate, market, and promote information that citizens need and want to know);
  - (3) further the business goals of The City and its departments and divisions where appropriate; and
  - (4) disseminate time-sensitive information as quickly as possible (eg. emergency information).

**Standards:**

- 3 All Social Media accounts created on behalf of or representing The City of Red Deer:
  - (1) must be approved, established, and administered by the Community & Public Relations Department;
  - (2) are subject to removal and/or restriction by the Community & Public Relations Department; and
  - (3) are the property of The City.
- 4 The use of all Social Media and Social Networking sites by The City will adhere to:
  - (1) applicable provincial and federal laws and regulations;
  - (2) the terms of service of each Social Networking site; and
  - (3) all administrative, human resources, and records management policies as well as other applicable City policies and guidelines.
- 5 Any content maintained in a Social Media space, related to City business, including a list of subscribers and posted communication, is a public/official record and must be maintained as such. The Community & Public Relations Department is responsible for overseeing that an accurate and complete response is made to any public requests made in this space.

**Definitions:**

- 6 "**Public Statement**" means a declaration made by City of Red Deer employees in any public forum, which relates to The City of Red Deer, its employees, and/or its business and enterprise units and includes statements made in blogs, online forums or discussion, social networking sites, wikis, and elsewhere in the public record.

- 7 **"Social Media/Social Networking"** means online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others through two-way communication. Popular methods of Social Media/Networking include Facebook and Twitter.

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**References/Links:**

- 1 *Freedom of Information and Protection of Privacy Act*
- 2 5102-CP Social Media Management – Abusive Behaviour
- 3 2025-CA Ethics Standards
- 4 The Bridge: Social Networking in the Workplace
- 5 5201-CP Information Technology Usage and Security
- 6 5203-CP Information Technology Security Incident Plan

**Scope/Application:**

- 1 This Policy applies to all City employees, divisions, and departments who make Public Statements (see definitions above) on corporate Social Media sites and Social Media networks.
- 2 This Policy does not cover appropriate use/expectations of use; instead it is dealt with in the Corporate Procedure 5201-CP Information Technology Usage and Security.

**Authority/Responsibility to Implement:**

- 1 All employees using corporate social media/social networking are responsible to follow and implement this Policy.
- 2 Supervisors and Department Managers are responsible for ensuring compliance with this policy.
- 3 Supervisors and Department Managers are responsible for addressing non-compliance.
- 4 The Community & Public Relations Manager is responsible for monitoring compliance with this Policy and informing supervisors and Department Managers of non-compliance.

**Inquiries/Contact Person:**

- 1 Community & Public Relations Manager  
Document Number: 1139901

**Policy Monitoring and Evaluation:**

I This Policy will be reviewed every three years or earlier if necessary.

**Document History:**

<b>Date:</b>	<b>Approved/Reviewed By:</b>	<b>Title:</b>
Approved: October 1, 2013	"Craig Curtis"	City Manager