
POLICY NUMBER:	C-023
POLICY SUBJECT:	COMMUNICATIONS POLICY
DEPARTMENT:	COUNCIL
INITIAL EFFECTIVE DATE:	2013
EFFECTIVE DATE:	OCTOBER 12, 2021
REVISION DATE (s):	2016, FEBRUARY 22, 2021
REVISION NUMBER:	C-019, C-022

I POLICY STATEMENT

The Town of Coaldale welcomes the opportunity to communicate accurately and clearly about Town programs, services, and issues. As an open and accountable organization, the Town of Coaldale is committed to communicating and promoting public awareness and understanding of Council decisions, Town policies, issues facing the Town, services and programs, and new and emerging initiatives.

II PURPOSE

- 1.1 To set out guidelines for staff and Council which indicate the general principles and protocol for working with the media on behalf of the Town of Coaldale.
- 1.2 To ensure media enquiries are responded to in a professional and timely manner, that is accurate and clear, and by the most appropriate Town spokesperson.
- 1.3 To encourage appropriate and proactive media relations that provide residents, businesses, and visitors with timely, accurate, and newsworthy information about programs, services, and issues of public interest.
- 1.4 To maintain an open and transparent communication process that enables media to have access to Town decision-makers and knowledgeable staff.
- 1.5 To ensure the Town's media relations activities comply with municipal legislation, corporate policies and council directives.

III DEFINITIONS

- 3.1 In this Policy:
 - a) "Chief Elected Officer" means the individual duly elected as Mayor of the Town of Coaldale, or that individual appointed by Council as Acting Mayor of the Town of Coaldale.
 - b) "Deputy Chief Elected Official" means that person appointed by Council as Deputy Mayor of the Town of Coaldale.
 - c) "Elected Official(s)" means those individuals duly elected to serve on the Town Council of the Town of Coaldale.
 - d) "CAO" refers to the Chief Administrative Officer.
 - e) "Media" is defined by the Town of Coaldale as any print, radio, television or online media outlet.

-
- f) "Communications department" refers to the staff member(s) within the Town that manage the day-to-day tasks of Town sanctioned external communications.
 - g) "Online media" refers to websites that publish news, investigative reports, analysis, commentary, events and/or general information.
 - h) "Social media" is defined by the Town as websites and applications that enable users to create and share content or to participate in social networking.

IV ROLE & RESPONSIBILITIES

4.1 MAYOR & COUNCILLORS

The official spokesperson of Council is the Mayor. In his/her absence this duty falls first to the Deputy Mayor or his/her designate. Councillors can be designated spokesperson(s) for specific issues, Boards or Committees to which they are assigned, subject to the approval of the Mayor. This assists the Town of Coaldale in maintaining "one voice" in communications with all of its stakeholders.

In relation to personal online and social media use, on issues of official Town business Council is asked to retweet or share the official Town release at all times. When expressing personal opinions or making personal comments online, Council, like staff are asked to use a disclaimer stating "The postings on this site are my own and do not necessarily represent the Town of Coaldale's positions, strategies or opinions."

4.2 OFFICIAL DEPARTMENTAL SPOKESPERSON

Authorized spokespersons will provide accurate and timely information on programs, services, activities, initiatives, and issues that relate specifically to their business area

4.2.1 Official/Authorized Department Spokespersons include:

- a) The CAO or his/her designate shall be the spokesperson on major staff or administrative issues or initiatives.
- b) Department Directors or designate or managers shall be the spokesperson on issues or programs that fall under the department that he/she serves for which they are considered to be the subject matter experts.
- c) The Director of Emergency Management or his/her designate shall be the spokesperson on all Emergency or public health matters, Emergency Management Act (and other appropriate legislation) and all other emergency situations as they arise.
- d) The CAO shall be the Town spokesperson with regard to Council agendas and Council decisions of record.
- e) The Fire Chief or his/her designate may handle media enquiries specifically related to public safety emergencies (for example: fires, accidents and so on).

All authorized/official spokespersons should complete the appropriate media training in consultation with the Communications department.

4.3 COMMUNICATIONS DEPARTMENT

The Communications department is responsible for the majority of all internal and external communications on behalf of the Town of Coaldale. The Communications department will act as a liaison between the media and both Council and staff.

Any request for information from the media should be directed to the Communications department.

It is also the responsibility of the Communications department to review any and all posts to online and social media platforms.

4.4 NON-SPOKESPERSONS

Town staff who are not designated spokespersons, and who are contacted by a news media representative shall:

- explain that they are not a spokesperson for the Town and respectfully decline the request for an interview or information. An appropriate response to the media would be, "I'm sorry, I do not have the full information regarding that issue. I will pass along your request to our Communications department who will respond to you as soon as possible."
 - help provide timely responses to the media by collecting the following information journalist's name and who they work for
 - contact number
 - deadline
 - topic of the interview
- advise the reporter that the request will be forwarded to the appropriate spokesperson.

4.5 SOCIAL MEDIA

Only approved/official media spokespeople are authorized to lead/manage/participate in Social Media outreach activities pertaining to Town related issues, programs or services.

4.6 MEDIA TRAINING

The Communications department will be available to both the Mayor and Council, as well as approved spokespeople for any requested media training. The Coordinator will also act as a resource for media interview preparation.

VII APPENDIX

- 5.1 MEDIA RELATIONS TOOLS
- 5.2 SOCIAL MEDIA USE

VIII RELATED DOCUMENTS

Town of Coaldale Employee Handbook & Core Practices
Town of Coaldale Municipal Emergency Management Plan
Freedom of Information and Protection of Privacy Act

APPENDIX 5.1 – MEDIA RELATIONS TOOLS

1. Media Releases

Media Releases are to be issued to the media when there is something newsworthy to announce, such as a major program change or a new Town initiative. The message must have news value, must be written for journalists and must be part of an overall communications plan. As a guideline, staff and Council must consider:

- i) whether the announcement is significant enough to attract an editor’s attention;
- ii) whether the message has significant impact or not. In order to be newsworthy, a significant number of people must be affected by the message. If it is a specific group of stakeholders or too narrow an audience, then a general news release may not be appropriate and more targeted communications may be in order.

2. Media Advisories

Media advisories are used for several purposes. One is to alert members of the media of information regarding routine or commonplace events, issues or functions that affect day-to-day activity. For example, issues of public health, street or facility closures, emergency alerts, or basic public information such as service level information, notices of public consultations, etc. The second is to alert members of the media about events happening at the Town at a specific date, time, and place to which the media is invited. Examples include park openings, launches of programs, demonstrations, etc. Media advisories can also include major announcements related to projects or developments within the Town or in partnership with other organizations. Finally, Media advisories can be used to alert media to any other proactive media relations activity being initiated by the Town such as a news conference or media availability session.

3. Media Events/Photo Opportunities

Occasionally, it is worthwhile to invite the media to an event or opportunity that will allow them to see a Town initiative, service, program, or facility in action. Such events allow the Town to provide hands-on demonstrations or examples directly to media and give them the opportunity to communicate directly with authorized spokespeople. Among the common examples of media events and photo opportunities are:

- demonstrations of Town equipment such as fleet vehicles and specialized tools;
- ribbon-cutting or plaque-unveiling ceremonies to a launch new project or facility;
- awards presentations;
- flag-raising ceremonies;
- opportunities for members of the media to participate in an event such as a bicycle or fleet rodeo; or

3.1 News Gathering at Town Facilities (Videotaping, Photographing and SoundRecording):

Media should obtain where necessary any waiver from any individual (or their parent/guardian if under 18), in order to videotape, photograph and/or record patrons of Town facilities, as governed by *FOIP section 1 (n), (q)*.

4. News Conferences

News conferences are limited to major announcements by the Town of Coaldale or when there is a great deal of information to present (i.e. during emergencies). News conferences allow the Town to communicate directly to several members of the media at the same time and allow media the opportunity to ask questions of authorized spokespersons directly. News conferences are arranged when it is appropriate for the Town's messages to be conveyed by multiple spokespeople, as is the case during a critical incident facing the town, such as a labour disruption, significant public health issue, or an emergency situation with broad impact.

5. Correction Advisories

Occasionally, there may be a situation where important facts have not been accurately reported. Depending on the seriousness of the error, corrective action could range from a call to the reporter to a formal request for a printed or broadcast correction. Factual inaccuracies must be corrected so they are not repeated by other reporters. The Communications department can provide advice on how to best handle each situation and will liaise with appropriate spokesperson to handle the corrections.

APPENDIX 5.2 - SOCIAL MEDIA USE

Purpose of Social Media Use

The Town recognizes that, when used appropriately, social media may be useful in furthering the goals of the Town and the missions of its departments. The purpose of using social media platforms as a method of communication is as follows:

- To establish a strong presence and recognizable brand within the community;
- To build and maintain a relationship with citizens;
- To present important information and convey matters of public interest;
- To make public statements on behalf of the Town;
- To provide supplementary communication in case of an emergency;
- To promote local initiatives, events and programming; and
- To promote and enhance the Town's image.

I POLICY STATEMENT

The Town of Coaldale recognizes the importance of engaging the community through various communication avenues. In addition to traditional methods of community feedback the Town needs to keep pace with technology and establish a clear process for approved staff to participate in strategic social media opportunities for approved business purposes. Participation in social media tools provides many benefits such as rapid sharing and receiving of information. The intention of this Policy is to establish the roles, responsibilities and expectations when using social media as well as to promote a culture of openness, trust and integrity in activities involving social media.

The Town of Coaldale also recognizes that employees may be participating in online communities for personal and/or approved business purposes. However, all employees must understand their roles, responsibilities and legal obligations when participating in online communities, as it may have implications for the Town. Employees should participate in a responsible and professional manner.

Employees are reminded that unless they have received specific written approval from the Communications department, they cannot participate in social media on **behalf** of the Town of Coaldale (i.e. Staff cannot use their personal Twitter accounts to discuss, promote or respond to Town-related matters). For the Town of Coaldale's policy on personal social media use while at work please see page 19 of the *Employee Handbook & Core Practices*.

II PURPOSE

- 2.1 Provide staff and Council with guidelines for participating in online communities for approved Town purposes and for personal purposes if staffs are in any way identifying themselves as Town employees;
- 2.2 protect the reputation of the Town of Coaldale;
- 2.3 limit the liability of employees and the corporation; and
- 2.4 manage brand integrity and identity;

III DEFINITIONS

- a) "Chief Elected Officer" means the individual duly elected as Mayor of the Town of Coaldale, or that individual appointed by Council as Acting Mayor of the Town of Coaldale.
- b) "Deputy Chief Elected Official" means that person appointed by Council as Deputy Mayor of the Town of Coaldale.
- c) "Elected Official(s)" means those individuals duly elected to serve on the Town Council of the Town of Coaldale.
- d) "CAO" refers to the Chief Administrative Officer.
- e) "Communications department" refers to the staff member(s) within the Town that manage the day-to-day tasks of Town sanctioned external communications.
- f) "Social media" is defined by the Town as websites and applications that enable users to create and share content or to participate in social networking.

IV PROFESSIONAL USE OF SOCIAL MEDIA – ROLES AND RESPONSIBILITIES

Communications department

The Communications department is responsible for creating, distributing, and monitoring social media content pertaining to all Town messaging. This information must be presented in a way that is easily accessible and understandable with credible sources of information to accommodate the messaging. The Communications department will work within all other departments to break down and communicate key messages pertaining to their scope of work through the Town's social media channels.

Only authorized employees are allowed to generate and post content on official Town of Coaldale social media channels. All authorized employees will be appointed by the CAO or his/her designate. Content that needs to be posted should be sent to the Town's Communications department for uploading and final content approvals.

Additional Social Media Accounts

Other departments may be granted permission to open social media account(s) for exceptional purposes. Additional accounts allow the Town to push messaging specific to certain projects,

departments, services, or organizations linked to the Town without interfering with official Town content.

A designate will be responsible for posting and maintaining the account(s) and will be responsible for adhering to Section 4.3 – Online Code of Conduct outlined in the Town of Coaldale Communications Policy #C-022.

The designate must produce a Code of Conduct to the Communications department for approval before being granted permission to open a new account(s). The designate will also be responsible for coordinating with the Communications department to generate and post content when appropriate.

Town Council

Council members are encouraged to associate themselves with the Town when posting but they must clearly distinguish their online posts as their own so personal opinions and motivations are not mistaken as Town messaging. Council members are also encouraged to actively participate in discussion taking place on social media as a way of building continued dialogue with residents as well as advocating for and validating Council matters which may be presented through the Town's social media channels.

Further, Town Council members are encouraged share the Town's messaging across their platforms. If there are questions or concerns regarding Council matters made on Town posts via commenting or replying, it is recommended that Town Council members attempt to address these comments, preferably in a private or offline setting to empower a more meaningful and constructive conversation. This can include direct messaging or providing contact information in a comment or reply.

Proper copyright and reference laws should be observed by Council when posting.

4.1 SOCIAL MEDIA FRAMEWORK

The following list of guiding principles are designed to help avoid the over-allocation of Town resources towards unproductive forms of communications and cultivate mutual expectations when outlining productive forms of using social media.

1. Provide information to the public that is timely, accurate, clear, accessible and proactive;
2. Work collaboratively across the organization to ensure that information is thorough, factual, and timely;
3. Strive for excellence by fostering a personable, approachable, and trustworthy presence;
4. Consider the range of communication tools at our disposal and use the most appropriate to address the needs associated with each circumstance; and
5. Support opportunities for engagement.

To avoid unproductive communication efforts, the Town social media accounts are active during

regular working hours and are only monitored periodically throughout the day. It is encouraged that residents contact the Town office through email, phone or in-person to ensure that concerns are addressed by appropriate members of administration who have a depth of understanding that is greater than what can be expected from the Communications department. Accounts are not monitored outside of regular working hours or during weekends or holidays.

Communication through social media can take many different forms, including posting text, images or video, commenting or replying, and direct messaging. Below is a set of guidelines for utilizing each component appropriately to ensure the best use of the Town's time and resources

Posting

- Wherever possible, links to more information will be provided in the initial post, not the subsequent comments or replies, and should direct users back to the Town's official website or encourage users to contact the Town via phone or email for additional information, forms, documents or online services necessary to conduct business with the Town. The Town's social media posts are intended to *inform*, not act as a space to *converse* as there are more appropriate and productive channels in which to have these conversations.
- When appropriate, the Town will use its accounts to share and promote messaging from local businesses and community groups.

Commenting or Replying

- In general, Communications staff will not respond to comments or replies unless it is to clarify information from the initial post that may have unintentionally caused confusion. Communications staff may also comment or reply to enforce social media guidelines and codes of conduct. It is encouraged that discussions are taken offline and users are directed to other resources such as the Town office, phone, email or website.
- In general, the Town will not leave comments on or reply to other user's posts.
- Those authorized to use the Town's social media accounts have the right to remove inappropriate or inflammatory comments. It is at the sole discretion of the staff members to determine what content is inappropriate. For the full Communications Code of Conduct, see page 11-12.

Direct Messaging

- The Direct Messaging feature is to be disabled on the Town's social media accounts. Disabling this feature ensures that users utilize the appropriate channels such as phone or email to contact the Town office which ensures that concerns are addressed by the appropriate members of administration who have a depth of understanding of the issue greater than what can be expected of the Communications department.

4.2 BECOMING AUTHORIZED TO COMMENT

Before engaging in social media as a representative of the Town, you must become authorized

to comment. You may not comment as a representative of the Town unless you are authorized to do so. To become authorized to comment in an official capacity, you must receive approval, in writing, from the CAO or his/her designate. Before commenting in any capacity on behalf of the Town you must receive the appropriate training from the Communications department.

4.3 SOCIAL MEDIA AND PUBLIC PARTICIPATION

Social media can be used for promoting public engagement opportunities when applicable. The details of public engagement are determined by the Town's Public Participation Policy #C-017-0618. The role of social media in public participation is to assist in ensuring that details regarding public participation opportunities are broadcast.

When public participation is requested through social media channels, comments on the post will not generally be responded to or collected as part of the formal engagement process unless specified otherwise. Feedback must be provided through the appropriate channels as instructed.

4.4 ONLINE CODE OF CONDUCT

For the Communications department:

If you are authorized to use any of the Town's social media accounts, you are effectively acting as a spokesperson for the Town and must conduct yourself accordingly. We ask that all staff members authorized to use Town's social media accounts be respectful of the audience and abide by the Code of Conduct:

- Protect the privacy and freedoms of citizens and users according to the Freedom of Information and Protection of Privacy Act (FOIP);
- Uphold principles as set out in the Town's Respectful Workplace Policy #ARG-024;
- Refrain from voicing personal statements, opinions, and views from the Town accounts; and
- Behave in a manner that supports and reinforces a fair, open and inclusive digital sphere.

For Staff and Council:

If authorized to comment as a Town representative, you must:

- disclose you are an employee of the Town, and only use your own identity, or an approved official account;
- disclose and comment only on information classified as public domain information;
- ensure that all content published is accurate and not misleading and complies with all relevant departmental and Town policies (i.e. Oath of Confidentiality and privacy laws and legislation);
- ensure you are not the first to make an announcement (unless specifically given

- permission to do so);
- comment only on your area of expertise and authority;
- ensure comments are respectful of the community and audience; and
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

If you are authorized to comment, you must *not*:

- post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful or;
- use or disclose any confidential or secure information make any comment or post any material that might otherwise cause damage to the Town of Coaldale's reputation or bring it into disrepute.

At no time, will employees:

- Reveal, disclose or discuss:
 - Town of Coaldale matters which have confidentiality requirements;
 - identifiable and/or personal information about another employee or citizen that is not publicly known or without their explicit consent; and/or
 - information gained from companies, or other third parties as contracted with the Town of Coaldale to provide goods, programs, and/or services.
- Use, modify, or post:
 - materials that are owned/copyrighted by the Town of Coaldale, including images, screenshots, video, or information, unless approved by the Communications department;
 - materials licensed to the Town of Coaldale by a third party, including purchased images, and consultant reports.
 - Comment on behalf of the Town of Coaldale, unless designated by Council or by the CAO to do so.

Staff in some positions, including managers, members of Council, directors, may be viewed as spokespersons of the Town *even when they are speaking from a personal perspective using personal social media accounts*. Employees in these or other positions should use judgment when commenting on Town-related matters, including matters that involve another department of the Town.

Any employee who becomes aware of an accidental or intentional privacy breach must report it to their supervisor in a timely fashion. Managers will contact their respective Director and Human Resources for direction.

For Users:

Comments or questions of the following nature will not be responded to and/or have the right to be removed or deleted:

- Personal and/or confidential information including but not limited to addresses, phone numbers, and email addresses relating to yourself or others;
- Messages that contain spam, advertisements, and/or commercial endorsements;
- Information that is inaccurate, misleading, and/or unrelated to the initial post;
- Threatening, profane, rude, disrespectful, abusive, aggressive, hateful, defamatory, and/or offensive commentary;
- Content that promotes, fosters, or perpetuates discrimination based on race, national or ethnic origin, religion, age, gender, marital status, socio-economic status, physical or mental disability, or sexual orientation;
- Users impersonating or falsely claiming to represent a person or an organization; and
- Content that does not abide by the Terms of Use for the company hosting the site.

Determining inappropriate content will be at the sole discretion of Town Administration. **By engaging with the Town's social media platforms, you are agreeing to these guidelines.**

V PERSONAL USE OF SOCIAL MEDIA

The Town of Coaldale recognizes that employees participate in online communities and social media in their personal lives. If an employee were to discuss matters related to the Town of Coaldale (where the employee is directly identified with the Town of Coaldale), while participating in online communities and social media in their personal lives, employees will clearly note they are representing their personal views and not the views of the Town. For example, if you note in your personal Twitter bio/description that you work at the Town of Coaldale, you must include the following disclaimer in your description: "Comments made are my own and not that of my employer". Otherwise, your comments will be subject to the policy guidelines outlined below.

The Town also recognizes the importance of the internet in shaping public thinking about The Town. The Town acknowledges the importance of our employees joining in and helping shape the conversation through blogging and interaction in social media. The Town does not seek to limit your interaction with social media but provides you with the following guidelines so you may know when and how to act:

- Do not write about Town matters unless the content has been pre-approved.
- If, on your personal time, you insist on writing about Town business, you must

- follow Town's guidelines. For more information see the *Town of Coaldale Employee Handbook & Core Practices*.
- Blogs and other forms of online discourse are individual interactions and are not corporate communications. Individuals are personally responsible for their posts. Be mindful that what you write could be around and in the public domain forever. Therefore, it is wise to protect your privacy accordingly.
 - Identify yourself. And write in the first person. You must make it clear that you are speaking for yourself and not on behalf of Town.
 - If you publish a blog or post to a blog and it has something to do with the work you do or subjects associated with Town, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent the Town of Coaldale's positions, strategies or opinions."
 - You must comply with copyright, fair use and financial disclosure laws at all times.
 - Do not provide the Town's or another's confidential or other proprietary information.
 - Do not name, cite or reference clients, partners or suppliers.
 - Do not violate the Town's policy against harassment. Do not use ethnic slurs, sexual innuendo, personal insults, obscenity etc., and how proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory – such as politics and religion, or any protected class status.
 - Use your best judgment. There are always consequences to what you write. If you're about to post something that makes you even the slightest bit uncomfortable, review the suggestions above and think about why that is. You have sole responsibility for what you choose to post to your blog.
 - If your account is hacked and information about the Town is posted, remove the information immediately, change your password, and inform your manager of the situation.
 - Don't forget your day job. Social media should be used outside of work.

VI GENERAL GUIDELINES FOR USE

- 6.1 Under no circumstances shall Town content be generated from a personal account on behalf of the Town. Only posts published by authorized Town of Coaldale handles will be considered official information.
- 6.3 Respect copyright and fair use laws.
- 6.4 Protect confidential information:
- Understand that online content is not private.
 - Town employees must realize what they post will be around for a long time and could be shared by others.
 - Avoid identifying, discussing or posting multimedia of others – including clients, partners, vendors, or co-workers
 - unless you give credit to the content owner.
- 6.5 Be respectful and aware:

- Respect your audience and your co-workers.
 - Make sure your communications are in good taste and be sensitive when providing links to content.
 - Redirecting to another site may imply an endorsement of its content.
- 6.6 Protect the brand:
- Only those authorized by the Town of Coaldale or an approved agency may use brand marks or logos in communications.
 - Do not include the Town logo or program logos in personal blogs or postings.

VII BREACH OF POLICY

A breach of this policy by an employee is a serious matter and may result in disciplinary action up to and including termination of employment. Online content is also subject to the Town of Coaldale Confidentiality Agreement, and breaches are subject to the same disciplinary actions as found in the agreement.

VIII RELATED DOCUMENTS

Town of Coaldale Employee Handbook & Core Practices
Town of Coaldale Municipal Emergency Management Plan
Freedom of Information and Protection of Privacy Act
Canadian Charter of Rights and Freedoms
Canadian Copyright Act

IX APPENDIX

GUIDELINES FOR USING FACEBOOK FOR BUSINESS PURPOSES
GUIDELINES FOR USING TWITTER FOR BUSINESS PURPOSE

GUIDELINES FOR USING FACEBOOK FOR BUSINESS PURPOSES

About Facebook

www.facebook.com - Facebook is a social networking service that lets you connect with friends, co-workers, and others who share similar interests or who have common backgrounds. Users create profiles including photos and lists of personal interests, exchange private or public messages, and join various groups. The website is free to users but generates revenue from advertising.

Guidelines

Refer to the Social Media Policy for guidelines for usage of social media for business projects. Please refer to the "*Social Media Usage Checklist*". All staff are required to complete this

checklist and meet with their Communications department prior to commencing a project which incorporates Facebook. Communications staff should review any major content added to the Town's Facebook page.

Do not:

- Disclose information, including textual or visual material that is confidential or has been disclosed to the Town of Coaldale by a third party;
- Post anything to Facebook that would not be disclosed to journalists or external sources; and
- Refer or cite Town of Coaldale employees without their approval.

Do:

- Update the information on Facebook as often as possible. If the campaign ends or the page becomes outdated, ensure the page is deleted/inactive.
- Work with communications staff to determine if a response is necessary if a negative comment is posted, and how to best approach it.
- Implement the "Wall" application and not "Reviews" application when setting up your page. Reviews cannot be edited or deleted.
- A general policy statement outlining the monitoring of Facebook pages for business purposes should be included. For example: "We welcome your opinions and encourage open discussion about the topics we post. If we become aware of messages that contain advertising, are off-topic, use offensive or inappropriate language, are intended to defame, infringe someone's rights, or are a violation of law, we reserve the right to remove them."

Please Remember...

Facebook pages require a high level of commitment and time to review and update. Be aware that you are responsible for the maintenance of your independent sites.

When posting on behalf of the Town always link back to the Town of Coaldale website for more information. All official Town operated online platforms should be updated with similar content. In the case of major media release all content should be consistent across all three outlets (Twitter, Facebook and website).

It is also important to recognize a large portion of activity on Facebook occurs in the evening hours and on weekends. You may wish to place a disclaimer on your page that notes: This page is primarily reviewed during regular business hours, between 8:30am – 4:30 pm: Monday – Friday.

Facebook Links

Terms of Use: <http://www.facebook.com/terms.php?ref=pf>

Facebook Copyright Policy: <http://www.facebook.com/copyright.php>

Advertising Guidelines: <http://www.facebook.com/ads/?ref=pf>

GUIDELINES FOR USING TWITTER FOR BUSINESS PURPOSES

About Twitter

www.twitter.com Twitter is a social networking site that allows users to create and share ideas and information instantly in 140 characters or less. It is used for personal and business use, including marketing, branding and product updates. The website is free to users but generates revenue from advertising.

Guidelines

Refer to the Social Media Policy for guidelines for usage of social media for business projects. Please refer to the "*Social Media Usage Checklist*". All staff are required to complete this checklist and meet with their Communications department prior to commencing a project which incorporates Twitter. Communications staff should review any major content added to twitter.

Do not:

- Disclose information, including textual or visual material that is confidential or has been disclosed to the Town of Coaldale by a third party;
- Post anything to Twitter that would not be disclosed to journalists or external sources; and
- Refer or cite Town of Coaldale employees without their approval.

Do:

- Update the information on Twitter as often as possible.
- Work with communications staff to determine if a response is necessary if a negative comment is posted, and how-to best approach it.
- A general policy statement outlining the monitoring of Twitter handles for business purposes should be included. For example: "We welcome your opinions and encourage open discussion about the topics we post. If we become aware of messages that contained advertising, are off-topic, use offensive or inappropriate language, are intended to defame, infringe someone's rights, or are a violation of law, we reserve the right to remove them."

Please Remember...

Twitter requires a high level of commitment and time to review and update. Be aware that you are responsible for the maintenance of your independent sites.

Twitter is fast moving and immediate, while requiring the user to be concise. Please choose your words carefully. When in doubt please contact the Communications department before posting.

Always link back to the Town of Coaldale website for more information. All official Town operated online platforms should be updated with similar content. In the case of major media release all content should be consistent across all three outlets (Twitter, Facebook and

website).

Twitter Links

Terms of Service: <https://twitter.com/tos?PHPSESSID=57a411f70b1964a2bc78b82638ba1843>

Twitter Copyright Policy: <http://support.twitter.com/articles/15795-copyright-and-dmca-policy>

Advertising Guidelines: <https://support.twitter.com/articles/20170019-twitter-ads-profile-guidelines>.