



## Municipality of Crowsnest Pass Policy

Policy No.:	1809-02
Policy Title:	Website and Social Media Policy
Approval Date:	
Revision Date:	
Supersedes Policy:	1809-01
Department:	Finance and Corporate Services

### 1.0 POLICY PURPOSE

The Municipality of Crowsnest Pass operates the Municipal Website and Municipal Social Media accounts for the dual purpose of providing information and services to the citizens as well as to promote the Crowsnest Pass area to tourists and visitors. It is essential for both purposes that the website contains information that is current, visually pleasing, factual and informative. This policy will establish the parameters under which the municipality will post municipal content and content from a third party organization on the Municipal website and/or Social Media accounts.

### 2.0 DEFINITIONS

**"CAO"** means the Chief Administrative Officer for the Municipality of Crowsnest Pass, and his/her duly authorized designee(s).

**"Charitable Organization"** means a registered charity with Canada Revenue Agency that is established and operated for charitable purposes.

**"Community Event"** means any public gathering that is held in the Municipality of Crowsnest Pass for a stated purpose that is open to the general public.

**"Employee"** means any person employed with the Municipality.

**"For-profit"** means an organization or business that exists for making a profit and distributes surplus income to its directors, shareholders or owners.

**"Government Agency"** means an administrative unit of government including those of the Federal Government, Provincial Government or Local or Municipal Government.

**"Management"** Management for the purpose of this policy is defined as the CAO, Directors and Managers.

**"Municipal Election"** means a general election, first election, by-election and a vote on a bylaw or question as specified in Alberta's Local Authority Election Act.

**"Non-profit"** means an organization (club, society, or association) that's organized and operated solely for one of the following; social welfare, civic improvement, pleasure or recreation or any other purpose except profit.

**"Post"** refers to the act of placing or uploading content onto the Municipal Website or Municipal social media accounts.

**"Social Media"** means third party media platforms that allow for the sharing of information and may include Facebook, Twitter, Instagram, etc.

**"Third Party"** means an organization independent from the Municipality, however, may still may be affiliated in some manner.

**"Tourist Attraction"** refers to a local place of interest where tourists may visit and includes natural, cultural or historical sites.

**"Website"** means the Municipal Website of the Crowsnest Pass which is located at [www.crowsnestpass.com](http://www.crowsnestpass.com).

### **3.0 POLICY STATEMENTS**

#### **3.1 Third Party Content on Municipal Website**

The following content is considered approved content for posting onto the website on any applicable subpage, placement to be determined by the Municipality:

- a. The Municipality will post Community Events including festivals, holiday celebrations, athletic events, cultural events and trade shows in order to assist in attracting visitors to the community. Members of the public may submit events to the Municipality for inclusion if the event is open to the general public, occurs within the boundaries of the Municipality and is non-profit in nature.
- b. The Municipality will post notices or information from a Government Agency (provincial, federal or neighbouring municipality) or a government funded agency or board that may be of interest to its citizens.
- c. The Municipality will post notices or information from a Charitable Organization in the Municipality of Crowsnest Pass or neighbouring municipalities.
- d. The Municipality will post notices advertising open houses that are intended to inform the public or solicit feedback on events or proposed developments that may impact the community.

- e. The Municipality will post information or notices from a Tourist Attraction providing it is within the boundaries of the Municipality and is non-profit in nature.
- f. The Municipality will post information on service clubs and community groups in the Municipality providing they are non-profit.
- g. The Municipality will post information regarding municipal services and programs. On occasion a municipal department, committee or board may produce brochures, event listings, or volunteering opportunities, and these publications will be made available on the Municipal Website or social media accounts.
- h. The Municipality may, on occasion, choose to share the social media page or post of a third party if it is determined the page or post may be of interest to its citizens and falls under the criteria set out in Section 3.1(a)-(g) and does not violate 3.1(i) or 3.2(c) of this policy.
- i. The Municipality will not post political or campaign information from political parties or candidates. The Municipality will however, post a list of candidates only during a Municipal Election in conjunction with other pertinent information about the Election to assist residents in voting.
- j. Notwithstanding the above, the Municipality reserves the right to post, or refuse to post external links or information on its website. The Municipality at our discretion may delete links or information without notice.
- k. Sharing of social media pages or postings does not necessarily imply endorsement. The Municipality may share information relevant to our Municipality and to its citizens.

### **3.2 Considerations for For-Profit Organizations**

- a. The Municipality will post information on local businesses contained in the business license directory, including name, address, and phone number. Businesses are responsible when renewing their licenses annually to ensure their information is correct.
- b. The Municipality may post Community Events that are For-Profit in nature on its calendar on the homepage and may include a link to the organization's website if the posting of the event will assist in attracting visitors to the community and/or may be of interest to local residents.
- c. The Municipality will not post personal websites or information of a commercial, For-profit nature that attempts to advertise, promote or sell products (excluding sponsorship of a community event) or information from political parties.

### **3.3 Designated Employees**

- a. The Municipality will designate specific individuals to utilize Social Media and post to the website in an official capacity to ensure that communications through social media and the website are accurate, consistent and professional.
- b. Communication through Social Media and the Website must comply with all other relevant corporate policies, procedures and guidelines as well as federal and provincial legislation.

### **3.4 Public Feedback**

- a. If residents make comments on Social Media or the Website the designated employees will research the inquiry with the applicable department and formulate a timely response. The Municipality, just like any other participant in social media, cannot commit to replying to every post or comment.
- b. Healthy debate and constructive discussion is encouraged and valued. We do, however, reserve the right to moderate or remove comments to maintain a respectful dialogue. Guidelines for commenting on Municipal Social Media or Website pages:
  - i. Keep it courteous: Please don't engage in personal attacks on any individual, group, or organization, including other posters. This includes name calling, commenting on others' appearances, persistent trolling, gossip or rumours, and disrespectful or uncivil content.
  - ii. No Hate Speech: We will moderate or remove comments that are attacks based on race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, sexual orientation, or any other protected ground.
  - iii. Keep it clean: We will remove a comment that includes aggressive, threatening, coarse, violent, obscene, or pornographic language.
  - iv. Keep it on topic: Comments not topically related to the post or article and unintelligible comments or messages will be moderated or removed.
  - v. No spam or advertising: Content that is obviously spam or advertising will be removed. If you are repeatedly posting the same thing, all instances will be deleted.
  - vi. Anonymous posters: Posters who are anonymous or not using their real name will be reported. Anonymous posting violates Facebook's Terms of Use.

Comments meeting any of the above conditions will be deleted. Moderators of the Municipal Social Media and Website pages reserve the

right to remove anyone from these pages who is not following the above guidelines and prevent them from further accessing them.

### 3.5 Decisions

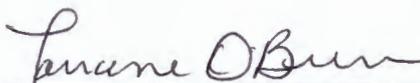
- a. Decisions on what will be posted is ultimately at the discretion of the CAO as delegated to the Manager of Corporate Services. If there is a disagreement on a decision an appeal can be made to the CAO in writing. The decision of the CAO will be final.

### 3.6 Branding

- a. The content supplied by third parties that meet the criteria outlined in this policy will be subject to the brand guidelines detailed in the Brand and Visual Identity Standards booklet which extends to font, colors, logo usage and formatting.

  
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Mayor

March 27, 2017  
Date

  
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Chief Administrative Officer

March 27, 2017  
Date