

TOWN OF DRUMHELLER

SOCIAL MEDIA POLICY & PROCEDURE

#C-04-22 - Schedule A



**DRUMHELLER
VALLEY**

The Town of Drumheller Social Media Policy provides an overview of approved practices, guidelines and advice for creating, posting and working with social media. The policy is designed to help you understand what is recommended, expected and required of you as an employee of the Town when you participate on social media, whether it is part of your job or on your own time.

Here are definitions of the most commonly used terms and abbreviations in the document:

SOCIAL MEDIA – Internet-based websites and applications that enable the creation and sharing of content or to participate in social networking.

CONTENT – Any information that is communicated on a social media channel.

MAIN TOWN SOCIAL MEDIA – This refers to the Town of Drumheller social media accounts that are managed and maintained by the Communications Officer.

SOCIAL MEDIA ADMINISTRATOR – The individual who is in charge of a specific social media account. This person has the ability to moderate a social media account, including posting, commenting and deleting comments based on the Town of Drumheller’s Social Media Terms of Engagement (Appendix II).

TOD / THE TOWN / TOWN – Means the Town of Drumheller.

CO – Means the Communications Officer.

As social media constantly changes, so will the guidelines. The latest version of the Town of Drumheller’s Social Media Policy will be available on January 25, 2021.

This policy was last reviewed by Town of Drumheller Council on Date: February 22, 2022
The next review will occur February 2024.

Please contact the Communications Office at communications@drumheller.ca if you have suggestions or questions.

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WHY DOES THE TOWN USE SOCIAL MEDIA

Prior to social media, the public's main source of information from the Town of Drumheller was traditional media such as television, newspapers and radio. With increased public access to the Internet and the rise of social media, the public is now able to stay informed and engage with the Town online.

The Town's goal is to ensure any communications, including social media, helps advance our philosophy, keeps stakeholders informed and engaged, and complies with all applicable laws and Town policies and guidelines, including:

- Freedom of Information and Protection of Privacy (FOIP)
- Intellectual Property Legislation
- Canada's Anti-Spam Legislation (CASL)
- The Town of Drumheller's Code of Conduct
- Drumheller Valley Branding Guidelines
- Any other related or applicable Council policies

ROLES AND RESPONSIBILITIES

Social media is a communication and engagement tool used by the Town of Drumheller. This section defines the groups and individuals involved with social media and a short explanation of their responsibilities.

CORPORATE COMMUNICATIONS

Corporate Communications is responsible for managing the overall image, brand and reputation of the Town of Drumheller and is also accountable for ensuring the Town achieves its communications objectives. Social media has been identified as a key component in promoting and maintaining the reputation of the Town.

COMMUNICATIONS OFFICER

The Communications Officer is responsible for the coordination and management of a strong social media presence that reflects the Town's vision. The CO approves the creation of any social media accounts affiliated with the Town of Drumheller, provides account access and permissions, and manages all content posted, incoming messages and engagement. Acting as an intermediary, the CO develops content for public departments that will be posted on the main Town social media accounts, ensuring brand guidelines are followed. The CO must receive social media training and display a willingness to participate in further learning in social media.

AUTHORIZED CONTENT PROVIDER

An authorized content provider is an employee designated by the Communications Officer to contribute to the Town's presence on social media sites. Authorized content providers publish, monitor, respond to, and contribute to social media in a way that is identifiable as being made by, or on behalf of, the Town.

PUBLIC DEPARTMENTS

Each department has staff who are engaged in the creation of content for the main Town social media accounts. Department staff must submit a Communications Brief (Appendix i) to the Communications Officer, outlining the context and specific information needed. The CO is then responsible for drafting and posting the content to the main Town social media accounts, ensuring the Town's brand guidelines are met.

DIRECTOR OF EMERGENCY MANAGEMENT

The Director of Emergency Management ensures the Town of Drumheller is prepared for and can respond to a serious incident or disaster. In the event of a major crisis, the Director of Emergency Management will advise the Communications Officer on emergency messaging.

ROLES AND RESPONSIBILITIES

CHIEF ADMINISTRATIVE OFFICER (CAO)

As the administrative head of the Town, the CAO has ultimate authority and is responsible for advising and informing Council on whether the Town's Social Media Policy is implemented and the appropriate staff are in place.

EMPLOYEES

All employees are responsible for protecting the Town's brand and reputation. The Town trusts that when employees participate in social media, you will:

- Act responsibly.
- Exercise good judgment.
- Maintain the highest degree of professionalism.
- Respect confidentiality when communicating any information regarding the Town, Town business or Town employees.

TOWN COUNCIL AND THE MAYOR

Mayor and Council through its Code of Conduct shall be responsible to adhere to the Social Media Policy & Procedure. Responsibility to adhere to this policy shall remain with the CAO.

CONDUCT ON SOCIAL MEDIA

Participating in social media carries a certain amount of risk. To manage the risk effectively, all Town employees need to know, understand and put into practice the guidelines for acceptable use of social media.

USING TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNTS

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 by following the Code of Conduct. Ideally, the Communications Officer will have the knowledge on how to use social media and training on how the Town of Drumheller uses social media.

When contributing to the Town's social media presence, remember:

- **Get trained.** Complete the required Town of Drumheller social media training.
- **Stay on topic.** Post only Town information and messaging, not personal views.
- **Add value.** Support an environment of healthy debate that focuses on the issues or projects you are associated with and do not get drawn into debates resulting in abusive, offensive or discriminatory messages.
- **Support Town objectives.** Post content that supports the Town's business objectives in a positive way and promotes Town achievements and how citizens' benefit.
- **Respect work confidentially.** Refrain from disclosing confidential and proprietary information or giving out personal information about employees.

USING SOCIAL MEDIA FOR PERSONAL USE

As a citizen, you are encouraged to use social media to be informed about the Town. However, as an employee, you are still perceived by members of the public as a representative of the Town, even if you include a statement that your opinions are your own.

When participating in social media on your own time, remember:

- **Be a Town advocate.** You are encouraged to promote, share or retweet Town news and information that is already publicly available. You can also follow The Town's social media channels and become part of the Town of Drumheller's online community.

CONDUCT ON SOCIAL MEDIA

- **Follow existing Town of Drumheller policies.** Including, but not limited to, the Town Code of Conduct. If it is reasonable that you could be identified as a Town employee, you may not voice personal opinions in public forums about an employee or member of the public, including Council of the Town, or the Town itself, if such opinions could cause harm to the image or reputation of the Town of Drumheller. Employees must also uphold anti-discrimination and anti-harassment principles, as outlined in the Alberta Human Rights Act (AHR Act).
- **Respect all copyright and other intellectual property laws.** For the Town of Drumheller's protection as well as your own, it is important that you respect laws governing copyright, trademarks and other intellectual property.
- **Safeguard confidential information and personal data.** Do not misuse or disclose confidential Town of Drumheller information. This includes internal messages to employees. If you are not sure if something is confidential, contact your supervisor. Do not disclose or misuse personal data of others that you become aware of as a result of being a Town employee.
- **Careful who you choose to engage with.** Whether you intend it or not, who you friend, follow, like or retweet, indicates a positive association or endorsement. Be aware that if you take or are seen as taking a public position online that is counter to the Town's interests and values (including, but not limited to, posting racist, sexist or otherwise harmful or offensive content) you may be violating The Town's Code of Conduct or other Town policies.

PERSONAL SOCIAL MEDIA USE DURING WORK HOURS

Town employees must refrain from using social media while on work time unless it is work-related as authorized by the Communications Officer.

CONSEQUENCES FOR ABUSE OF SOCIAL MEDIA

In the event a Town employee uses Town social media in a manner that violates the Town's Code of Conduct or the Social Media Policy, the user may lose access to that social media account and may face disciplinary action up to and including termination.

CREATING SOCIAL MEDIA CONTENT

Content is any information that is posted on social media, including words, pictures, videos, links, and anything else displayed on a social media account. Content is what drives social media. Content is what attracts followers, promotes engagement, creates controversy and helps people in an emergency. Content can take many forms, but the best content is engaging, exciting, informative and accurate.

BEST PRACTICES FOR CREATING CONTENT

The main Town social media accounts are an excellent way to get a message across to the public.

This section outlines best practices for creating social media.

Social media should be engaging.

Content needs to be interesting. Otherwise, the public will not be engaged. Engaging the public leads to conversations, creates relationships and makes people feel like their opinion is worth something.

Social media should educate or inform.

The Town is a public service and exists to help citizens. Our content is used to educate the public on new programs, initiatives and policies.

Social media should be varied.

Try to create social media posts that sound unique and exciting. When creating a campaign, it is easy to re-use the same tweet over and over again, but changing the wording or adding multimedia content keeps the messaging fresh and keeps engagement high.

Social media should be focused.

Social media posts are meant to be short, as the attention dedicated to a single post is often less than a couple of seconds. Try to get your message across in the least space possible.

Social media should catch your eye.

The Town's social media posts compete with millions of others every day. Including media (graphics, videos) in your post, especially something unique, will likely get attention and improve your engagement rate.

Social media should respect the follower.

Respect your audience. Even if your followers may not be familiar with a specific program or initiative, they are the people that the Town serves and we need to treat them as you would want to be treated.

CREATING SOCIAL MEDIA CONTENT

Social media should be part of a larger communications strategy.

It's great to promote on social media, but it works even better when it is a part of a larger whole like a communications strategy. Social media is just one part of your arsenal, but an important one.

SUBMITTING CONTENT

When preparing social media posts for the main Town accounts, please submit a Communications Brief ([Appendix I](#)) to the Communications Officer. Wherever possible, briefs should be delivered three weeks before they are to be posted. If analytics are needed for any of the posts, please let the Communications Officer know when you submit the Brief.

ENGAGEMENT

Some organizations use social media like a one-way street, pumping out information, but not providing an opportunity for interacting with the public. The Town's social media is meant to spark an interactive experience where we can foster relationships with our citizens and other people who visit.

Engaging with the public, via your own Town social media account or one of the main Town accounts, is an excellent way to know what they are interested in, but allows you to shape future content to serve them better.

Here are some key guidelines to keep in mind when engaging with your followers:

Treat Everyone With Respect and Equality

No matter the comment or quality of conversation, treat everyone with respect. It doesn't matter if you've seen a comment many times before, treat it the same as you would of the first time. The public appreciates a response, even if we can't give them the exact answer they are looking for. The exception to this is if the comment or question violates the Town's Social Media Terms of Engagement. Do not respond to comments that violate the Terms of Engagement; ignore them or hide them (on Facebook) as necessary. If they continue, contact the Communications Officer about next steps.

Promote Two-Way Conversations

If you provide opportunities for the public to respond to posts, expect to be involved in some social media conversations. You will gain a better perspective on how the public is responding to certain issues and can use that feedback to alter future campaigns or projects as necessary.

Provide Accurate Information

If you receive a question that you don't know how to answer, ask for help. Don't just guess and post a response. There are subject matter experts throughout the Town who will be able to help you out. If finding an answer will take an extended amount of time, let the individual know that you are looking for information and will share the answer as soon as possible. It's better to spend that extra time researching the right answer than to immediately post something inaccurate.

Be Timely With Your Responses

There is an expectation from the public that we provide an answer as quickly as possible on social media. It is important to constantly monitor your account or reply to comments as quickly as possible, as long as you have the correct information that can be presented in a polite, respectful way.

ENGAGEMENT

Tone

We're not a machine, and we don't want people to think we are. There are real people behind every social media account, and we want to portray that. Social media gives the Town an opportunity to be freer in its language, have more fun and be friendly. Something as simple as an exclamation point or saying 'hi' or 'thanks' in a tweet, makes it more caring and personable.

Everything You Post is Public

Everything you put on social media is public, and even direct messages could be seen by other people in the future. Keep this in mind when creating content and answering questions. Do not divulge any confidential information on Town social media.

We Are One Voice

While different people may manage social media accounts, the public doesn't know that. We should aim to keep cohesiveness among our social media accounts that showcase a clear, coherent voice that is recognizable as the Town.

SOCIAL MEDIA MONITORING

The Communications Officer is responsible for conducting regular social media monitoring to identify potential threats to the Town's brand and reputation.

ESCALATION TRIGGERS

Occasionally you may encounter an individual or organization that is engaging with the Town in a disrespectful manner. If this user is trying to engage with the Town, you can follow the Social Media Terms of Engagement (Appendix II) and Escalation Triggers (Appendix III) to determine if their comments pose a threat or warrant a response. Once the Communications Officer has identified the risk level, they can take the proper steps to rectify the issue before it damages the Town's reputation.

The Communications Officer has the ability to hide and delete posts or block users. It is preferred that comments are hidden before they are deleted or blocking a user is considered. It is not the Town's preference to ban or block users on social media, but if an individual violates the Town's Terms of Engagement repeatedly then denying them access to that social media account may be appropriate. Keeping a record of these violations is suggested, if the individual or group in question contacts media or tries to take legal action.

IDENTIFYING THE COMMENTER

TROLLS – Those who attack others online. They are usually not seeking a solution but are rather looking to solely cause chaos. If you encounter a troll, monitor the situation only. Avoid responding to posts, as this will only add fuel to their fire.

MISINFORMED – Those who have incorrect information that they are spreading online. Monitor the situation. If the post gains traction or the misinformation is erroneous to the business, institution, or organization's detriment, there is an option to respond with correct information.

UNHAPPY CUSTOMER – Those who have customer service concerns with the Town of Drumheller. This will require a follow-up or response.

LOOKING FOR A STANCE – Those who are actively seeking the Town's position on a topic or situation. Weigh the pros and cons of responding and anticipate follow-up questions to the stance or statement made.

SELF-INSTIGATED – Individuals who make a decision to post information resulting in a heated discussion, where none previously existed.

HARASSMENT OR THREATS – Inform the Director of Protective Services, advise the complainant to contact and file a report and advise the complainant to escalate their concerns to police where applicable.

SECURITY PROTOCOLS

MANAGING ACCOUNT ACCESS AND PERMISSIONS

Access to Town of Drumheller social media accounts will be controlled and approved by the Communications Officer. Individuals shall be granted access only to those accounts necessary for the performance of their official duties. Users must receive approval from the Communications Officer prior to access being granted. This requirement applies to contractors, employees and all other personnel.

If an approved user no longer works with the Town, the Communications Officer is responsible for revoking their access to the Town's social media management software and/or social accounts, changing passwords (if applicable), and notifying all current admins of the new password.

PASSWORD MANAGEMENT

The Communications Officer will manage Town social media account passwords.

All passwords, even temporary passwords set for new accounts, should meet the following characteristics:

- Be at least six characters in length
- Consist of a mix of alpha, and at least one numeric, and special characters
- Not be dictionary words (e.g., welcome, password)
- Not be portions of associated account names (e.g., user ID, log-in name)
- Not be character strings (e.g., ABC or 123)
- Not be simple keyboard patterns

USING TOWN-OWNED TECHNOLOGY

- There is no expectation of privacy.
- Any and all activity can be tracked and/or audited.
- The Town can and will block access to social media sites it deems inappropriate or dangerous.
- Users should understand that just because a site has not been blocked, it may still not be acceptable to access that site.

TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNTS

The main Town of Drumheller accounts are managed by the Communications Officer and include:

TWITTER

twitter.com/dinosaurvalley

FACEBOOK

facebook.com/drumhellervalley
facebook.com/bcfdrumheller
facebook.com/drumhelleraquaplex

INSTAGRAM

instagram.com/drumhellervalley
instagram.com/bcfdrumheller

YOUTUBE

www.youtube.com/c/townofdrumheller

These accounts provide a place online for citizens to access information, engage and communicate with the Town.

Content for these accounts is created by the Communications Officer and may include posts on news releases, public service announcements, Town programs, campaigns, traffic and weather alerts and emergency response. They are also used to answer inquiries from the public.

TOWN OF DRUMHELLER HASHTAGS

Hashtags are keywords that have a # in front of them. These allow you to reach a certain audience as social media users search or follow certain hashtags. Some common ones used by the Town of Drumheller are #Drumheller, #DrumhellerValley, #DrumCares, #DrumRec

Try to use the hashtags the Town already uses and limit the number of hashtags used in each post. If you would like to create a new hashtag, please contact the Communications Officer.

STARTING A NEW TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

The scope of the Town's main social media accounts is quite exhaustive, but departments or individuals may believe that they need a dedicated social media presence. The Communications Officer is here to help determine if a new social media account is the best solution.

QUESTIONS TO CONSIDER

Social media allows a department or area to create a dynamic, engaging relationship with the public and provides a great outlet for solidifying the reputation of the Town. Before starting a new social media account, there are a number of factors that must be taken into account. Building an audience on social media takes time and commitment to provide regular, interesting content. With time and engagement, a dedicated social media account can be a valuable part of a communications strategy.

Here are some factors to consider:

- **Are you familiar with social media?** Seems like a simple question, but you have to know how to use social media before you start an account.
- **Is your audience on social media?** When creating a social media account dedicated to a certain topic, its audience should be in mind. Different people use different social media channels, and some don't use it at all. Find the best channel for your audience.
- **Can your goals be met through the Town's current channels?** Keep in mind that the Town has an established and growing following on all channels, and it may be more beneficial to your project to leverage what already exists. It takes a dedicated campaign to grow followers and to reach the level of influence that you may need to attain your communications goals.
- **What is the purpose of this new account?** What are your intentions in starting a new social media account? If the account is just for a one-time event, maybe it would be better to promote through other methods.
- **Does the account align with the Town's goals?** It is important that what you are trying to achieve aligns with the Town's vision and strategies. Your Departmental goals may be different from the Town's goals, but you should make sure that the account will cover both of them.
- **Do you have the resources to manage the account for an indefinite period of time?** The main Town social media accounts have a dedicated presence every regular workday from 8:00 am – 4:30 pm. Not every social media account will be maintained at that level, but most accounts require substantial time commitments to be effective. At least one day per week of staff time should be allocated to updating, engaging and managing the account as a minimum.

STARTING A NEW TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

- **Can you provide engaging content on a regular basis?** The ability to run a successful social media account ultimately depends on content. Putting out new posts or updates every day is great, but they must have a purpose and connect with your audience. In order to have a successful social media account, your content must be consistent and engaging.

If you can answer all of the questions above and believe you still need a dedicated social media account, here are the next steps in the process:

1. Read through the Social Media Policy. This will familiarize you with the Town's social media accounts and best practices.
2. Discuss your intention to start a new social media account with the Communications Officer. You need permission from the Communications Officer to pursue an account.
3. Complete a Social Media Account Request Form (Appendix IV) and submit it to your Communications Officer.

If the account is approved: Upon approval of the social media account, a meeting between the administrator of the new account and the Communications Officer will be scheduled. This meeting will look at creating the new account, getting set up and any questions any of the parties attending may have. The new account administrators will be trained on the specific platform they will be using. Training will be conducted by the Communications Officer.

If the account is denied: The Communication Officer must have a valid reason for denying a new social media account, and this will be discussed in a meeting with the proposed account administrator and the Communications Officer. Alternative solutions will be proposed to make sure that there is another method for getting this information out to the public.

COMPLETING A TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT REQUEST FORM

All employees looking to start a new social media account for a Town of Drumheller program, initiative, or department must complete a Social Media Account Request Form. The Town of Drumheller Social Media Account Request Form can be found as [Appendix III](#) at the end of this policy.

CLOSING A TOWN OF DRUMHELLER SOCIAL MEDIA ACCOUNT

At all times Town social media accounts and related contacts shall remain the exclusive property of the Town. If you would like to close your social media account or an account no longer in use, please contact the Communications Officer.

LEGISLATIVE COMPLIANCE

Social media use must comply with legislative requirements.

FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT (FOIP)

FOIP applies to the collection, use and disclosure of any personal information by the Town, including personal information that is collected, used or disclosed on social media. Personal information means information about an identifiable individual, such as the person's name, address, age, and health information. It also includes the person's opinion and photographic image. Subject to a few exceptions, the individual's personal information cannot be disclosed by the Town, including through social media, without the individual's written consent. FOIP also requires that the Town give notice of the intended use of any personal information it collects from individuals. The Law Branch can assist you with meeting the FOIP requirements for your intended social media use.

INTELLECTUAL PROPERTY LEGISLATION

It is important to keep in mind that the creator of any original work, including any piece of artwork, music, photograph, written work or trademark, owns the rights to that original work. Unless a Town employee has created the work in the course of their employment duties, (and subject to a few exceptions), the Town cannot use or share an image of that original work without the written consent of its creator. The Law Branch can assist you with meeting the requirements of intellectual property legislation.

CANADIAN ANTI-SPAM LEGISLATION (CASL)

It is important to ensure that your social media account use complies with the Canadian Anti-Spam Legislation (CASL). CASL prohibits any person (including the Town) from sending a "commercial electronic message" (CEM) to an electronic address unless the sender has the consent of the message recipient and includes certain content, specifically the ability to unsubscribe and contact information for the sender. A CEM is one that contains commercial content (or includes a hyperlink to commercial content), such as promoting Town services or events for which a fee is charged. An "electronic address" is an address used in connection with the transmission of an electronic message to an electronic mail account, an instant messaging account (including direct messages sent social media accounts), a telephone account, or a similar account. It does not include content posted on Town websites, or Tweets/Facebook postings that do not direct or link the message to a particular person. CASL does not prohibit using social media, to advertise Town services or programs as long as other individual users are not mentioned in the posting. Retweets may be considered CEMs if they include the handle of the original author. Non-compliance with CASL carries significant penalties. If you are considering sending any electronic communications that may qualify as a CEM, please contact the Law Branch for assistance.

SOCIAL MEDIA TRAINING

If you're new to social media or a seasoned veteran, social media training is recommended to make sure you understand how we use social media at the Town.

It is the goal of the Town that every employee who uses social media in any capacity receives social media training.

The Communications Officer can provide social media training at various levels for any Town of Drumheller staff who are actively involved in social media for the Town.

For new account administrators, the Communications Officers provides coaching on getting an account set up and how to manage it effectively.

SOCIAL MEDIA IN AN EMERGENCY

One of the greatest assets of social media is one that we hope that we never have to use, and that is as a real-time emergency response. Social media is an extremely valuable tool during emergency situations where accurate information needs to be sent out to the public as quickly as possible.

In the event of a major emergency, the Town's Director of Emergency Management (always activated by resolution of Council) and Incident Command Post or ECC will be activated, and at least one member of the Crisis Communications team (the CO) representing the Town will be there. The team member will manage and monitor the main Town of Drumheller social media accounts.

The Communications Officer will review any content that is scheduled to go live and is responsible for determining whether the content is appropriate given the current circumstance, or if it should be taken down/delayed until the emergency is resolved.

The Director of Emergency Management must approve any messages sent through social media. If the emergency situation is escalated, the main Town of Drumheller social media accounts will provide appropriate messaging. This is for security measures and to create consistent messaging coming from all platforms. The public will turn to the Town during an emergency, and we must be ready to respond as accurately and coherently as possible.

A member of the Crisis Communications team will always be present to provide citizens with the latest information from emergency and Town partners as it becomes available.

OUR COLLECTIVE BRAND AND REPUTATION

Drumheller Valley is a welcoming home with exciting potential and a sought-after tourist destination. As Town employees, our behaviour is held to a higher standard. How we conduct ourselves on social media has an impact on the citizens of Drumheller and how we work with each other.

Our visual identity is composed of several core elements to create a consistent tone of voice, look, and feel for Drumheller Valley. All social media channels and content must follow the Town of Drumheller Brand Guidelines.

If you have any questions about this standard or the Social Media Policy, please speak with your supervisor.

APPENDIX I: COMMUNICATIONS BRIEF

COMMUNICATIONS BRIEF (include title of objective/event): _____	
A fully complete and approved brief is required <u>three weeks in advance</u> of your projected launch date for external and/or internal communications. Note that it may take up to three weeks for marketing collateral to reach final approval stage.	
Decision maker(s): _____	
Department: _____	
Budget (if applicable): _____	
GL Code (if applicable): _____	
Projected campaign launch date (three weeks before actual event/initiative): _____	
Project expiry date (when communications end): _____	
Date of event/initiative: _____	
Objective (Describe target you wish to reach with planned actions; Inform, raise awareness, gain attendance, collaborate etc.)	
Key Messages (who, what, when, where, why and how? Include links, important information the audience needs to know etc.)	
Audiences (Select all that apply)	
External Audiences	Internal Audiences
<input type="checkbox"/> General (all demographics) <input type="checkbox"/> Youth (12-18) <input type="checkbox"/> Adults (18-54) <input type="checkbox"/> Families (with children) <input type="checkbox"/> Seniors (55+) Other: _____	<input type="checkbox"/> Town Staff <input type="checkbox"/> Mayor and Council Other: _____
Requested Marketing Channels (Select all that apply. Channels will be confirmed based on strategy, budget and timelines) *Additional resources required **include drafted registration form and email recipient	
Traditional <input type="checkbox"/> Two Minutes on the Town (radio) <input type="checkbox"/> Town Page (newspaper) <input type="checkbox"/> Radio ad* <input type="checkbox"/> Newspaper ad* <input type="checkbox"/> Signage/poster design <input type="checkbox"/> Media release <input type="checkbox"/> Cold-calling* <input type="checkbox"/> Door to door* <input type="checkbox"/> Direct mail* <input type="checkbox"/> Utility invoice*	Non-traditional <div style="display: flex; justify-content: space-between;"> <div> Social Media <input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Email <input type="checkbox"/> Targeted ads* <input type="checkbox"/> Video* Digital signage <input type="checkbox"/> Recreation facilities <input type="checkbox"/> External facilities* </div> <div> Drumheller.ca <input type="checkbox"/> News post <input type="checkbox"/> Registration form** <input type="checkbox"/> Notification banner <input type="checkbox"/> Newsletter <input type="checkbox"/> SeeClickFix push notification <input type="checkbox"/> Community Events Calendar <input type="checkbox"/> Travel Drumheller Calendar </div> </div>
Notes/Other: _____	Notes/Other: _____

APPENDIX I: COMMUNICATIONS BRIEF

SCOT Analysis (list 1-3 bullets in each column)	
Strengths (what trends, conditions or circumstances pose benefits to the organization and this initiative?) <ul style="list-style-type: none"> • _____ • _____ • _____ 	Challenges (in what areas do you receive the most complaints? What internal factors need to be considered harmful to the organization and this initiative?) <ul style="list-style-type: none"> • _____ • _____ • _____
Opportunities (consider external factors that may be helpful/beneficial to the organization and initiative) <ul style="list-style-type: none"> • _____ • _____ • _____ 	Threats (what trends, conditions, or circumstances pose a threat to the organization and this initiative?) <ul style="list-style-type: none"> • _____ • _____ • _____
Materials	
Supporting materials (RFD packages, word documents, charts, Bylaw/Policy references, special event permits, grant applications, guidance documents, maps, SharePoint or N: Drive links, research, background etc.) <input type="radio"/> Attached and/or below <input type="radio"/> Not applicable _____	
Images (requested artwork will be subject to a two-turn revision process) <input type="radio"/> Attached <input type="radio"/> Artwork design/development requested* <input type="radio"/> Not applicable <small>*may take up to four weeks for marketing collateral to reach final approval phase. Please consider this in your planning.</small>	
Additional Information (e.g. indicate status on special event permit or grant application? Describe if there is a partnership or sponsorship with stakeholder(s) and to what level; is this project considered a strategic priority etc.) _____	

By submitting this form to the Communications Department, I am confirming that all information in this communication brief is accurate, considered final and additional changes may lead to delays.

Submitted by: _____

Date: _____

Approved by: _____

(Manager or Supervisor when applicable)

Date: _____

Received by: _____

Date: _____

APPENDIX II: SOCIAL MEDIA TERMS OF ENGAGEMENT

The Town of Drumheller monitors social media comments relating to the Town organization and Town issues for the purposes of responding to questions and informing citizens, and to help our staff in the operations of services, programs or activities.



The purpose of comments is to facilitate a relevant, on-topic dialogue between the Town of Drumheller and the public. The Town of Drumheller strives to respond to relevant questions and comments in a timely matter, but because we cannot engage in all conversations, we reserve the right to use our judgment in selecting the messages we respond to. Trolls and trolling comments will also not be permitted. The comments you leave should be constructive, helpful, or insightful. Violation of these terms of engagement may result in limited or blocked access.

The Town of Drumheller will not engage in conversations that are of the following nature:

- Comments not topically related to our services or programs
- Comments that are offensive to an individual or organization, profane, hateful or defamatory, insulting, rude, abusive, aggressive or violent
- Content that promotes, fosters or perpetuates discrimination on the basis of race, national or ethnic origin, religion, age, creed, gender, marital status, socio-economic status, physical or mental disability, or sexual orientation
- Sexual content or links to sexual content
- Messages for advertising/marketing purposes
- Messages that contain spam
- Messages that conduct or encourage illegal activity
- Messages that invade personal privacy
- Information that could compromise public safety or security, or operations
- Content that violates a legal ownership interest of any other party
- Unintelligible or irrelevant messages
- Messages that impersonate or misrepresent someone else, including public figures, Town staff or Town officials
- Messages that do not add to the normal flow of conversation, dialogue or debate.

The Town of Drumheller is not responsible for any use of material posted by users. We reserve the right to modify this policy at any time.

APPENDIX III: SOCIAL MEDIA ESCALATION TRIGGERS

Level of Risk	LOW	MODERATE	SEVERE	HIGH
 <p>Pressure Points</p>	<p>Disparaging remarks about the Town.</p> <p>Disparaging remarks about Council.</p> <p>Comments regarding matters which may affect the operations of the Town.</p> <p>Disparaging remarks about a staff member's, stakeholder's or organization member's behaviour.</p>	<p>Disparaging remarks about the Town, Council, or Mayor that gain social media traction.</p> <p>Disparaging remarks from those with a high following which subsequently gain social media traction.</p> <p>Disparaging remarks that are false about the Town, Council, or Mayor.</p> <p>Disparaging remarks about a staff member's, stakeholder's or organization member's behaviour and requests made to the Town to intervene.</p>	<p>Disparaging comments by members of racialized and minority communities showing dissatisfaction with the Town.</p> <p>Disparaging comments regarding the Town's position/support on mental health and sexual assault supports or policies.</p> <p>Disparaging comments regarding the Town's services.</p> <p>Disparaging remarks from those with high credibility (ex. media personalities) which subsequently gain social media traction.</p> <p>Criticism of treatment of staff or visitors of the Town that gains social media traction.</p> <p>Discussion of potential petitions/rallies/protests in front of Town Hall (i.e. local, national and international causes, anti-abortion group, animal rights activists, etc.).</p>	<p>Comments/posts that directly impact the health and safety of members of the Town.</p> <p>Criticism of treatment of staff or visitors of the Town that gains the attention of traditional media.</p> <p>Petitions/rallies/protests happening in front of Town Hall that gain the attention of traditional media.</p> <p>Disparaging remarks/comments directed to the Town, Council or the Mayor on social media that gain the attention of traditional media.</p> <p>Discussion of matters that may fall under legal considerations and gain the attention of traditional media (i.e. staff or Council conduct & discipline).</p> <p>Disparaging remarks from those with high credibility (ex. media personalities) or a large following which subsequently gain the attention of traditional media.</p>
 <p>Next Steps</p>	<p>Monitor to see if comments/posts gain momentum. If they do not, take no further action.</p> <p>Research the account publishing/posting the comments, i.e., follower count, and continue to monitor.</p> <p>Still provide an FYI note to the CAO.</p>	<p>Continue to monitor. If engagement does not slow, or if it continues to gain traction, alert the CAO and determine next steps.</p> <p>If the misinformation sees an increase in engagement, alert the CAO.</p>	<p>If the comments continue to gain traction on social media, alert the CAO.</p> <p>If the disparaging comments are categorically false in nature, alert the CAO who will determine the next steps.</p>	<p>If any of the first three items are spotted, immediately alert the CAO who will also liaise with Council.</p> <p>If any of the items are spotted, alert the CAO who will work with Council to determine the appropriate action to be taken by the Town.</p>

APPENDIX IV: SOCIAL MEDIA ACCOUNT REQUEST FORM

All employees looking to start a new social media account for a Town of Drumheller program, initiative, or department must complete a Social Media Request Form.

Please fill out the form below completely, including your supervisor's signature approval. After receiving approval from your supervisor, please submit the completed form to the Communications Officer.

Personal Information:

Name: _____

Email: _____

Title: _____

Department: _____

Telephone: _____

Supervisor: _____

Social Media Account Details:

Social Media Platform requested: _____

What will this new account add that cannot be addressed through existing Town of Drumheller social media accounts?

Proposed name of account: _____

Proposed date of account launch: _____

What type of content will you be presenting through this account?

Proposed date of account closing (if applicable): _____

How will this site align with the Town's goals?

Name and Title of main account administrator: _____

How will this site align with your Department's goals?

Names and Titles of any additional people who will have access to account: _____

What are the resources available to manage this account? (for example. personnel, time):

What is the purpose of the new social media account?

APPENDIX IV: SOCIAL MEDIA ACCOUNT REQUEST FORM

Social Media Account Details:

On a scale from **1 - 10** how would you rank your familiarity with the Social Media platform you will be using (1 being not at all and 10 being very familiar):

1 2 3 4 5 6 7 8 9 10

Do you currently manage any other social media sites: **YES** or **NO**

If you answered '**YES**' to the question above, please list the sites:

Please describe your previous experience in social media and how it will contribute to the administration of this new account:

If you have any formal social media training or certifications, please indicate so:

Approval:

Supervisor: _____

Communications Officer:

*Please Print Name

Date Approved: _____

Signature: _____



SOCIAL MEDIA GUIDELINES FOR EMPLOYEES

#C-04-22 SCHEDULE B



**DRUMHELLER
VALLEY**

CONDUCT ON SOCIAL MEDIA

Participating in social media carries a certain amount of risk. To manage the risk effectively, all Town employees need to know, understand and put into practice the guidelines for acceptable use of social media.

USING SOCIAL MEDIA FOR PERSONAL USE

As a citizen, you are encouraged to use social media to be informed about the Town. However, as an employee, you are still perceived by members of the public as a representative of the Town, even if you include a statement that your opinions are your own.

When participating in social media on your own time, remember:

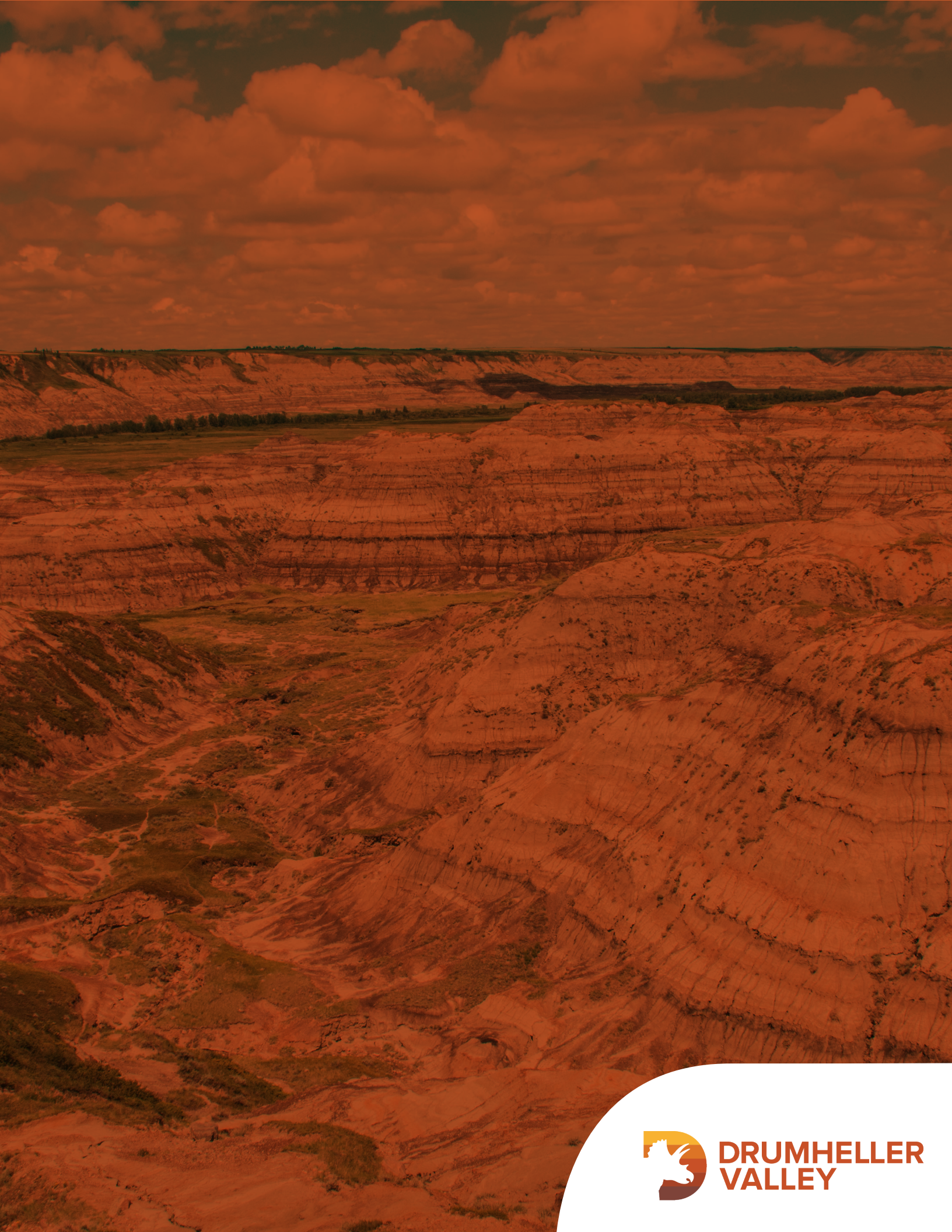
- **Be a Town advocate.** You are encouraged to promote, share or retweet Town news and information that is already publicly available. You can also follow The Town's social media channels and become part of the Town of Drumheller's online community.
- **Follow existing Town of Drumheller policies.** Including, but not limited to, the Town Code of Conduct. If it is reasonable that you could be identified as a Town employee, you may not voice personal opinions in public forums about an employee or member of the public, including Council of the Town, or the Town itself, if such opinions could cause harm to the image or reputation of the Town of Drumheller. Employees must also uphold anti-discrimination and anti-harassment principles, as outlined in the Alberta Human Rights Act (AHR Act).
- **Respect all copyright and other intellectual property laws.** For the Town of Drumheller's protection as well as your own, it is important that you respect laws governing copyright, trademarks and other intellectual property. Copyright applies to all original literary, dramatic, musical and artistic works provided the conditions set out in the Copyright Act have been met. Each of these general categories covers a wide range of creations, including:
 - literary works such as books, pamphlets, computer programs and other works consisting of text
 - dramatic works such as motion picture films, plays, screenplays and scripts
 - musical works such as compositions with or without words
 - artistic works such as paintings, drawings, maps, photographs, sculptures and plans

CONDUCT ON SOCIAL MEDIA

- **Safeguard confidential information and personal data.** Do not misuse or disclose confidential Town of Drumheller information. This includes internal messages to employees. If you are not sure if something is confidential, contact your supervisor. Do not disclose or misuse personal data of others that you become aware of as a result of being a Town employee.
- **Careful who you choose to engage with.** Whether you intend it or not, who you friend, follow, like or retweet, indicates a positive association or endorsement. Be aware that if you take or are seen as taking a public position online that is counter to the Town's interests and values (including, but not limited to, posting racist, sexist or otherwise harmful or offensive content) you may be violating The Town's Code of Conduct or other Town policies.

PERSONAL SOCIAL MEDIA USE DURING WORK HOURS

Town employees must refrain from using social media while on work time unless it is work-related as authorized by the Communications Officer.



**DRUMHELLER
VALLEY**