

# **SOCIAL MEDIA GUIDELINES FOR EMPLOYEES**

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#C-04-22 SCHEDULE B

## 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

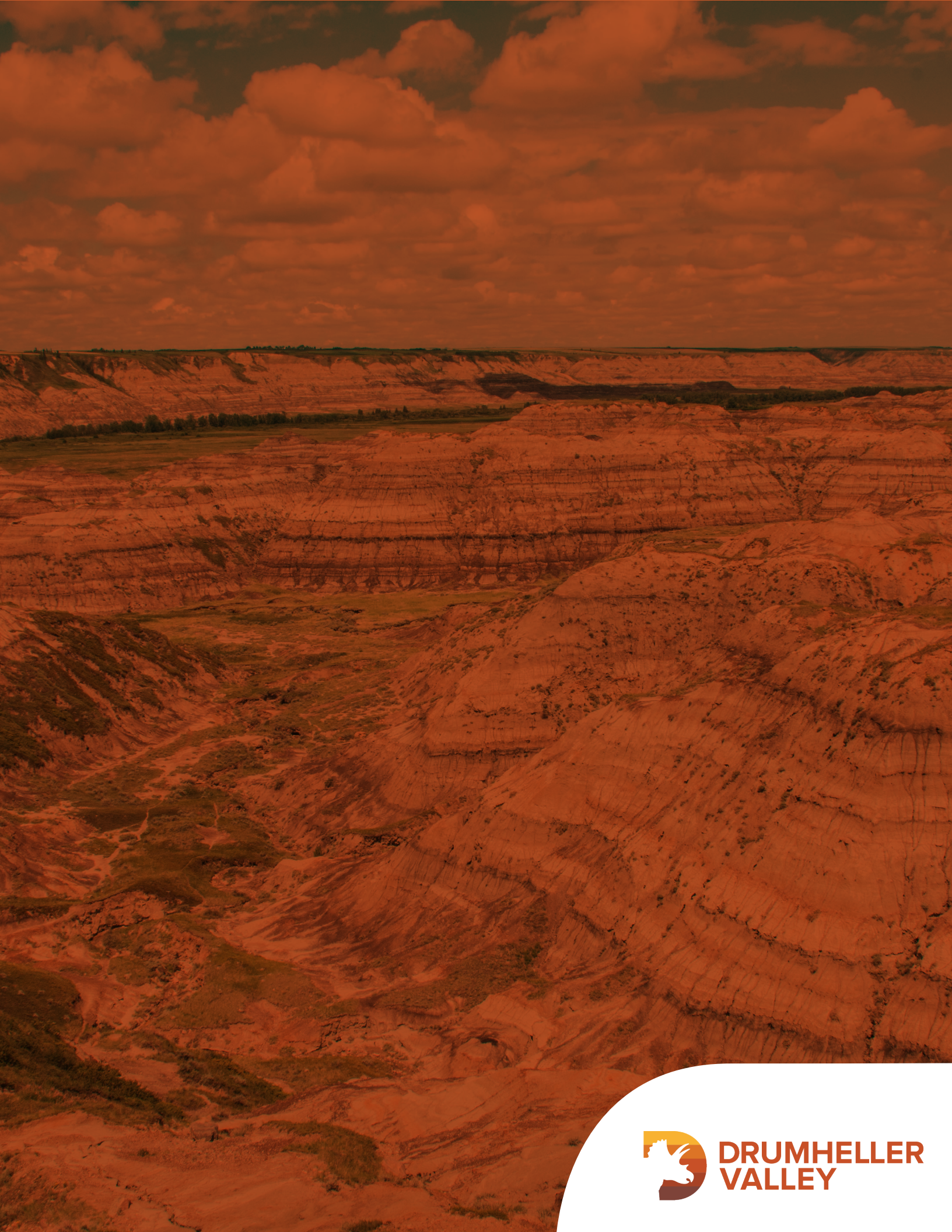
## CONDUCT ON SOCIAL MEDIA

- **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**