



COUNCIL POLICY

NAME Social Media Policy and Procedure	POLICY NUMBER C-04-22
DEPARTMENT: Communications	ATTACHMENTS: Social Media Policy and Procedures: Schedule A Social Media Policy and Procedures & Schedule B – Social Media Guidelines for Employees
DATE APPROVED: February 22, 2022	REVISION DATE:
SUPERSEDES: Policy A.01.15 or (Social Media Policy) Policy C-02-21 or (Social Media Policy and Procedures)	

1. POLICY STATEMENT

The Town of Drumheller Social Media Policy & Procedure – Schedule A and B provides an overview of approved practices, guidelines and advice for creating, posting and working with social media.

This policy is designed to help employees and stakeholders understand what is recommended, expected and required as an associate of the Town when participating on social media, whether it is part of their role or on their own time.

2. POLICY GUIDING PRINCIPLES

2.1 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 but not limited to;

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

3. IMPLEMENTATION

- 3.1 The Social Media Policy and Procedure C-04-22 includes Schedule A – Social Media Policy and Procedures and Schedule B – Social Media Guidelines for Employees

Implementation of these documents are the responsibility of the Town’s Human Resources Manager, the Communications Officer and oversight from the Chief Administrative Officer.

4. POLICY REVIEW

- 4.1 The Social Media Policy #C-02-22 including Schedule A – Social Media Policy and Procedures and Schedule B – Social Media Guidelines for Employees are to be reviewed by Council and Administration February, 2024.

5. TRANSITIONAL

- 5.1 This policy supersedes:

Policy A.01.15 or (Social Media Policy)
Policy C-02-21 or (Social Media Policy and Procedures)



MAYOR



CHIEF ADMINISTRATIVE OFFICER

REVISION SCHEDULE February 2024	
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