



TOWN OF RAYMOND

Adopted By:

Motion/Date: 20th July 2010

Authority to Administer: Department Directors

Policy Number: GP - 2017-12

Policy Name

Social Media

Policy Purpose

Council and Administration seek to utilize web based mediums to better inform residents and improve transparency and democratic participation within Raymond. The purpose of this policy is to establish the framework to guide municipal employees who maintain Town sponsored social media sites.

Policy Statement

Only employees authorized by the Town should post or respond to Council or administrative related topics. Employees who are authorized to post on web based mediums (including town website and Facebook, and other discussion boards and forums) should present an accurate and consistent message. If an unauthorized employee becomes involved in these types of discussions, management may pursue disciplinary action.

Policy Procedure

The Chief Administrative Officer, the Director of Corporate Services, the Director of Legislative Services and the Director of Community Services, or any other authorized employee may communicate via social media.

The Town of Raymond will utilize these social media mediums in the following ways.

Information:

Authorized employees can post on social media and town websites items of general information and discussion to solicit public input regarding possible Town projects. Authorized Community groups may link off the Town of Raymond's official website, provided they gain approval from the Town of Raymond.

Page user's (or fan's) comments will be deleted if they are offensive in nature towards any person, group or demographic. The Town of Raymond maintains the right to delete any comment, link, photo, post or video of any kind if they feel that it does not promote the values or image of the community. Users can be blocked from the site(s) if in the opinion of moderators, they are abusing the page.

The purpose of the site is to inform and gain feedback about specific projects or problems at

large. All "Town of Raymond" posts, comments or replies must be done in a professional, positive and upbeat manner. These posts should provide basic information to the resident's questions or direct the resident to Council if it involves any matter within its stewardship. Municipal employees are not to become involved in the discussion, only to provide information. Criticism of how the Town is operating is acceptable, provided that the comments are not directed at any employee or representative.