

Village of Clive

Social Media Policy

Purpose: This policy provides guidelines to establish proper management of the Village of Clive's social media accounts/pages and to facilitate public engagement to ensure consistency and openness. This policy is developed in accordance with the *Access to Information* and the *Protection of Privacy Acts*.

Definitions:

Social Media: means any facility for online publication and commentary, including without limitation blogs, wikis, and social networking sites such as Facebook, LinkedIn, Twitter, YouTube, and Instagram.

Confidential Information: Includes, but is not limited to, personal information as defined by the *Alberta Protection of Privacy Act*, proprietary information of a non-public nature that may be of use to competitors or be harmful or prejudicial to the Village or its residents if disclosed, as well as legal information and advice that are not public knowledge. Confidential information also includes any social media content or user submissions that contain personal information as defined under the *Protection of Privacy Act* or any record that may be subject to public access requests under *Access to Information Act*. Examples of this would include but are not limited to:

- Legal matters that are not public knowledge
- Financial information that would not be available in the annual report
- Business processes
- Contractual agreements with vendors, third parties, consultants
- Information related to intellectual property, e.g. evaluations, proposals
- Personal information with respect to an individual
- Employment related information

Copyright: has the same meanings, definitions and restrictions as defined by the Canadian Copyright Act. In relation to a Work, this means the sole right to produce or reproduce the Work or any substantial part thereof in any material form, to perform the Work or any substantial part thereof in public or, if the Work is unpublished, to publish the Work or any substantial part thereof in any format.

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Personal Information: Has the same meaning as in the *Alberta Protection of Privacy Act*.

Policy:

The Village's social media accounts/pages:

- Serve as a direct, open line of communication between the Village and its residents.
- Serve as a 'go-to' source of pertinent local information for residents and potential residents, and provide them with the most up-to-date information possible.
- Increase residents' and potential residents' awareness of the municipality and its inner-working (as well as current events and happenings as they pertain to the community).

The public has the right to access and reference the Village of Clive's social media sites in the same way as the traditional communications methods.

The Village of Clive shall treat public engagement on social media sites in the same manner as they would traditional engagement.

The Village of Clive reserves the right to delete content posted to their social media sites.

Posts made by citizens or third-party contributors do not necessarily reflect or represent the views or opinions of the Village of Clive or its employees. The Village of Clive does not necessarily endorse public comments or postings.

The Village of Clive shall make every effort to respond to engagement on its social media sites. However, the Village may request that discussion be relocated to more traditional forms of engagement (phone, email, etc.) to protect privacy, provide accurate information, or provide information that may exceed word count limits on social media sites.

1). Village Social Media Account Usage:

- Social media should benefit the organization by advancing the following goals:
 - a) Building a positive image for the Village of Clive;
 - b) Gaining resident insights to monitor public opinion about the Village of Clive and its services; and
 - c) Reducing the cost of service by quickly and efficiently responding to residents' issues.
- The Village's social media accounts/pages should be targeted towards residents and potential residents, including but not limited to, the following: residents, prospective residents, businesses, prospective businesses, visitors/tourists, media,

- school divisions, surrounding municipalities and other parties seeking information about the Village and its affairs.
- The Village's social media accounts/pages should be managed and controlled by the Village's Social Media Account Administrator. Content submitted by staff not directly involved with the accounts/pages should be published at the direction of the Account Administrator or CAO.
 - Any social media platform used to promote the Village will be owned and operated by the Village of Clive. When writing or developing social media postings on behalf of the Village of Clive, the Account Administrator must:
 - o Conduct themselves professionally and ensure the Village is also depicted in the same manner.
 - o Refrain from engaging online with abusive members of the public.
 - o Report any abusive or offensive behavior to the CAO.
 - Those authorized to use any of the Village's social media accounts are effectively acting as a spokesperson for the Village and must conduct themselves accordingly and practice the guidelines for acceptable use of social media.

2). **Dealing with Sensitive Matters:**

- If an individual or organization attempts to engage with the Village in a disrespectful manner the Account Administrator can determine if their comments warrant a response or whether to hide and delete posts or block the user. It is preferred that comments are hidden before they are deleted or blocking a user is considered.
- To ensure public accessibility and the protection of all residents, the Village of Clive reserves the right to remove comments, posts, or content that contains any of the following:
 - o Confidential or personal information as defined under the *Protection of Privacy Act*.
 - o Discriminatory or hateful language Consider: discriminatory, hateful, abusive, or threatening
 - o Attacks on any person, whether an employee, member of Council, or the public
 - o Profanity or abusive language
 - o Encouragement or demonstration of illegal behavior
 - o Explicit language or links to explicit behavior
 - o Spam
 - o Unsolicited commercial advertising that may attempt to sell, promote, or advertise product or services
 - o A post that could compromise the well-being, safety, or security of the public, employees, Councilors, or anyone else
 - o A post that may compromise the security of public systems, equipment, buildings, or other property
 - o Violation of any municipal, provincial, or federal laws or bylaws

- Promotion of individual religions, political parties, or candidates in any election

3). **Personal Social Media Activities and Usage:**

- The Village of Clive appreciates the impact of social media in both the corporate world and peoples' lives. It also wants its employees and Council Members to appreciate how their social media can affect not only themselves, but the organization.
- As residents, staff and Council Members are encouraged to use social media. However, as employees or Council Members, they are perceived by members of the public to be representative of the Village, and shall include a statement that opinions are their own.
- Employees and Council Members must understand their own personal social media activities can impact the Village of Clive. Statements, comments, images, and other social media postings, although perceived as personal in nature, can also negatively affect the Village.
- If it is reasonable to be identified as a Village employee or Council Member, personal opinions may not be voiced in public forums about Council decisions, fellow employees and/or Council Members, their workplace, or Village projects and programs, if such opinions could cause harm to the image or reputation of the Village, or damage the Village's relationship with its residents or other surrounding communities.
- Use or disclosure of any other person's personal information that staff or Council members become aware of because of being a Village employee or Council Member is not allowed. Likewise, use or disclosure of any confidential proprietary information of the Village is not allowed.
- In their capacity as private citizens, Village employees and Council members have the same rights of free speech as other citizens, however the Village of Clive expects that they will not represent the Village on their own personal social media sites or comment about the Village's operations.
- Employees, the Mayor, and Councillors are all bound by the official Oath of Confidentiality, the *Protection of Privacy Act*, the *Access to Information Act*, and the *Municipal Government Act* and must not disclose any information or content they are not specifically authorized to share.
- Failure to respect this policy will result in discipline consistent with the situation.

4). **Social Media in an Emergency:**

- One of the greatest assets of social media is during real-time emergency response. Social media is an extremely valuable tool during emergency situations where accurate, coherent information needs to be sent out to the public as quickly as possible.
 - When an event is occurring/unfolding, it should be acknowledged as promptly as possible, but *only* with facts that are substantiated and approved by the CAO and/or Clive's Emergency Management

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Information Officer to be worth the public's knowing – especially when the public's safety is at risk or *deemed* at risk.

- Updates will be provided as often as possible.
- If the emergency situation is escalated, the Village of Clive social media accounts will provide appropriate messaging. This is for security measures and to create consistent messaging coming from all platforms.

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