



# DISTRICT OF WEST KELOWNA

## COUNCIL POLICY MANUAL

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Adoption Date: September 30, 2014

**SUBJECT:** **Social Media Policy**

### **GOAL:**

The goal of the Social Media Policy is to establish a framework for ensuring the District of West Kelowna's presence on existing mainstream social media vehicles Facebook, Twitter, YouTube and Instagram is accurate, timely and intended to promote the goals of the municipality.

### **SCOPE:**

This policy applies to District of West Kelowna staff assigned to administrate the social media presence on behalf of the municipality.

### **POLICY:**

#### **1. General**

The District will use Facebook, Twitter, YouTube and Instagram as social media tools to provide additional avenues for the public to receive information.

#### **2. Information**

The following information will be provided via Facebook and/or Twitter:

- a. District News Releases and Public Service Announcements – provided as a brief summary with a link to the District website ([www.districtofwestkelowna.ca](http://www.districtofwestkelowna.ca)) for further information.
- b. Upcoming District events including Council meetings, Public Hearings, departmental public events, recreation programs, municipal special events, and relevant regional events.
- c. Ongoing public consultation initiatives
- d. Emergency Operations information as determined by Communications
- e. News Releases, upcoming events or ongoing public consultation initiatives from other levels of government as deemed appropriate by Communications.
- f. Additional information may be provided at the discretion of the Communications Department.

Short or full-length instructional or promotional videos will be hosted on the District's YouTube page.

Photographs and short videos will be hosted on the District's Instagram page.

**3. Timelines**

Information posting and maintenance will occur during office hours Monday to Friday, 8:30 a.m. to 4:30 p.m. (excluding stat holidays). Communications will ensure social media sites are monitored and updated each business day during normal office hours.

Inquiries or requests for action stemming from the District's social media sites will be forwarded by the next business day either through inquiry tracker or by direct email to the appropriate department for follow up.

**4. Information Guidelines**

The Communications Division reserves the right to remove or restrict any content that is deemed in violation of this policy or applicable law. Communications will retain a record of the removed material.

The following information will not be included on the District's Facebook or Twitter sites:

- a. Libelous or defamatory statements
- b. Obscene language or sexual content
- c. Discriminatory content
- d. Illegal activity promotion
- e. Commercial promotion unless approved through the Communications Department
- f. Political candidate information

**5. Disclaimer**

The following disclaimer will be posted on Facebook:

*The District of West Kelowna reserves the right to remove or restrict any content that is deemed in violation of its Social Media Policy or any applicable law.*

**6. Record**

Information provided on social media will link to existing DWK records via the website where possible. If information posted does not link to an existing record, the administrator is required to create a digital record of the content with a clear indication of the publish date. Information will be made accessible to Corporate Services.

**7. Participation**

The District's presence on Facebook and Twitter is managed by the Communications Division.

Communications may assign administrators from other departments to post department-related information to Facebook, adhering to the direction of this policy.

The District's presence on Twitter will be solely administered by Communications.

Employees assigned to represent the District on social media are expected to conduct themselves at all times in accordance with the District's Code of Ethics Policy.

District staff not assigned as administrators are discouraged from providing comments on the District's social media sites. Staff may make suggestions to the Communications Division for content on social media sites.