

# **Town of Riverview**

## **COUNCIL REPORT FORM**



Presented to: Mayor and Council

Department: Corporate Services

Date: May 27, 2019

Subject: Social Media Administrator Policy

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### **BACKGROUND**

Since 2009, the Town of Riverview has maintained a presence on social media. Over time, and with input from the Town's Marketing and Communications Strategy, staff members who administer social media channels on behalf of the Town have developed a standardized voice and tone for communication across Town channels that aligns with the Town's branding and strategic values.

To ensure consistency for new social media administrators and to capture best practices, staff is proposing a Social Media Administrator Policy (attached).

### **CONSIDERATIONS**

#### **Stakeholders:**

Staff who administer social media accounts on behalf of the Town.

#### **Strategic Plan:**

Fiscal Responsibility and Service Excellence: Provide high-quality customer service to residents and businesses.

#### **Communication Plan:**

The policy will be shared with Directors and staff who currently administer social media accounts on behalf of the Town.

### **RECOMMENDATION FROM STAFF**

Town Council approve the adoption of the Social Media Administrator Policy.