



Policy Name: Social Media Administrator Policy	
Date Approved:	Date Reviewed:
Department: Corporate Services	

Purpose

The Town of Riverview encourages clear and effective communication with all residents using a variety of accepted tools, including social media.

Our citizens are online and they expect us to be there with them. Like other forms of communication, government use of social media must meet tests of credibility, privacy, authority and accountability. The Town's official website remains www.townofriverview.ca.

The purpose of the Town of Riverview's Social Media Administrator Policy is to ensure proper portrayal, promotion and protection of the organization. These guidelines apply to all Town of Riverview-owned social media accounts and administrators of those accounts who engage in social media usage as part of their assigned responsibilities.

Inappropriate disclosures, use of information, or acts of unprofessional behavior are not tolerated and will be addressed by the Department of Human Resources. Social Media Administrators are subject to Town's Code of Conduct Policy.

Scope

This policy applies to all Town of Riverview employees who administer a social media account on behalf of the Town of Riverview.

Definitions

Social Media: Includes but is not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn, Flickr, Pinterest, websites, discussion blogs and extends to include all future forms of social media.

Social Media Administrator: An employee who is authorized to publish, comment or respond on behalf of the Town of Riverview on a Town of Riverview social media account.

Information Technology Team: The supplier contracted to provide Information Technology services to Town of Riverview employees.

Account approval

Town of Riverview social media accounts are authorized through the Department of Corporate Services and will be included in the social media directory on townofriverview.ca. Departments should have a



social media strategy and plan established for the ongoing development of content prior to the debut of any social media program.

Review and be familiar with all policies, procedures and best practices for social media provided by the Department of Corporate Services. Employees engaging in social media as part of their official duties must not violate any Town of Riverview computing, privacy, IT, intellectual property, branding, freedom of speech or other provincial or federal policies and laws.

- Obtain approval to launch a new social media account by the Communications Coordinator.
- Create accounts through business page managers or multiuser logins when possible.
- Assign at least two designated Social Media Administrators, one of whom must be a full-time staff member.
- Give login information and passwords to the Information Technology Team.
- If an assigned Social Media Administrator leaves the Town or no longer wishes to be a Social Media Administrator, it is the responsibility of the Communications Coordinator to remove the former employee's administrative permissions to the site.
- Obtain account verification. If verification is not possible, include a phrase in the descriptions or bios to indicate that the site is an official Town of Riverview site.
- Complete all descriptions and bio information on social sites. Descriptions and bios should always provide a link to townofriverview.ca.
- Any accounts existing without prior authorization will be subject to review when discovered and may be amended or removed. Accounts that have been inactive for more than six months will also be amended or removed.

Branding requirements

All Town of Riverview-owned social media accounts must follow Town of Riverview identity and brand standards. Review and follow the Town's Visual Identity Guide. For additional guidance, consult the Communications Coordinator.

Spelling, punctuation and word choices follow the Canadian Press Style Guide to ensure the Town is communicating using the same language across all channels (in print and online).

Communication through social media should follow the Canadian Press Style Guide, but given its informal, conversational style, there is room for flexibility. The following formatting is preferred for commonly-used language:

- Dates:
 - January 20, 2019 NOT January 20th. Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out standing alone or with a year alone.

Oct. 1. 1999, was a Friday. January 2006 was wet.
- Time:



- Write 1 p.m. not 1:00 p.m.
- Town of Riverview is the name of the organization/employer and delivers services to the public. To shorten it, use an uppercase "T" on Town. Example: *The Town's sports fields are closed today after heavy rainfall.*
The town as a location takes a lowercase. Example: *Holiday lights will be turned on all over town starting December 1.*
- Avoid double-exclamation marks and excessive use of all-caps.

Disclaimer

Where appropriate, if the site allows comments or posts by others, include an explicit purpose for the social media page and a statement about the Town of Riverview's content.

An example of an appropriate statement of purpose is below:

- *This is a page designed to promote news and events directly associated with the Town of Riverview. By accessing our website and social media channels, you are agreeing to the Town of Riverview's [Social Media Terms of Use](#).*

Threats of violence and inappropriate postings

If a threat is known or suspected to be an emergency situation, call the Codiac RCMP to report the situation (506-857-2400).

Upon discovery of a public comment that violates the Town's Social Media Terms of Use, hide the comment if possible and report it to the Communications Coordinator to determine whether or not to remove the content and/or user or to reply with an invitation to discuss the matter offline with the posting individual.

Security breach

If you suspect a security breach on a Town of Riverview-owned account or personal account used to access a Town of Riverview-owned account, immediately contact the Information Technology Team and then the Communications Coordinator.

Best practices for avoiding security breaches:

- Secure your passwords. Do not share passwords with anyone for Town of Riverview-owned accounts or personal passwords for accounts that are linked to Town of Riverview-owned accounts.



- Do not leave a computer, tablet or mobile device unattended and/or unlocked if Town of Riverview-owned accounts are accessible.
- Regularly change passwords on personal accounts that are linked to Town of Riverview-owned accounts.
- Be wary of "official" communication from social channels sent through unusual channels. For example, Facebook will never send official communication via Messenger.
- Turn on login approvals or two-factor authentication for an additional layer of security if someone attempts to log in from an unrecognized device. Consider using a social media manager system like Facebook Business Manager or password management system.