



Public Statement Standards for City Employees

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Overview

The purpose of this document is to support the Social Media, Media Relations & Public Statements policy and provide City employees with guidelines and advice when making a public statement on behalf of The City of Calgary (The City) and as a private citizen.

The City's goal is to ensure any communications, including public statements made on behalf of The City helps:

- Advance our One City, One Voice culture.
- Build upon the four qualities that define our culture: character, commitment, competence and collaboration.
- Meet requirements outlined in The City's Code of Conduct.

Public Statement Definition

- **Public Statement** – A declaration made by an employee in any public forum, which can include statements that relate to The City, City business or employees, including presentation made to Council of Committee and / or community forums (open houses, information sessions, engagement events). Public statements may also include interviews with media, journal, article, and print publication submissions, online forums and social media posts.

Roles and Responsibilities

Director of Customer Service and Communications

The Director of Customer Service and Communications (CSC) has been assigned as the risk champion for The City's reputation as identified on the Corporate risk register. Additionally, is responsible for managing The City of Calgary's communication function and supporting customer service delivery.

Managers, leaders and supervisors

Mangers, leaders and supervisors are responsible for:

- Designating employees to speak on behalf of The City, a project or an issue.
- Informing employees of City policies related to public statements.
- Providing training and technology resources to the designated spokesperson, as required.



Employees

Designated spokespersons

Only employees that have been designated by a general manager or director and have completed the required training are authorized to make statements on behalf of The City, a project or an issue.

When speaking on behalf of The City, we trust that you will:

- Act responsibly.
- Exercise good judgment.
- Maintain the highest degree of professionalism.

When speaking on behalf of The City, remember to:

- **Support City objectives.** Share information that highlights The City's business objectives in a positive way and promotes City achievements and how citizens' benefit from these achievements.
- **Respect work confidentially.** Don't disclose any City information or content that you're not specifically authorized to disclose.
- **Respect your audience.** Don't engage in any conduct that would reflect poorly on you as an individual or as an employee of The City. We want to support an environment of healthy debate that focuses on the issues or projects.

Making Public Statements as Private Citizens

Employees may make public statements as a private citizen; however they are not authorized to speak on behalf of The City unless designated by their General Manager or Director and completed the required training.

When making a public statement as a private citizen, remember:

- **Statements are your own.** Make every reasonable effort to make it clear that you are making a statement as a private citizen, and not as a representative of The City.
- **Do not use City identifiers in any correspondence.** These include:
 - The City of Calgary logo, ceremonial crest, or other trademarks.
 - Posting images, videos, or content that may damage or negatively impact City business, City employees or the way The City is viewed by citizens.
 - Any City of Calgary reference or identifier from personal social media accounts or profiles, including identifying yourself as a City employee, your job title, images or photos.¹

¹ If you name The City of Calgary as your employer in your profile, you will be seen as a representative and an employee of the corporation. If you decide to identify yourself as a City of Calgary employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and the public. LinkedIn profiles



- **Use common sense when posting online or commenting in public forums.** You are personally responsible for what you say in any public forum. Keep your statements and comments tasteful, and always take the time to think about how your statement can be perceived by your online community or the broader public.
- **Respect work confidentially.** Don't disclose any City of Calgary information or content that you are not specifically authorized to disclose. This includes internal messages to employees. If you are not sure if something is confidential, contact the legal department.
- **Use your own time and stationary.** Employees may not prepare or distribute public statements during work hours or using City-branded stationary.
- **Use your own email.** City-provided e-mail accounts that identify you as a City employee should not be used when making private statements.

Compliance

Violation of the Social Media, Media Relations and Public Statements policy is considered a violation of the City's Code of Conduct. Violations will be reviewed by the director of Customer Service and Communications, the appropriate business unit director, a Labour Relations representative, and if required Law-Corporate Security, Human Resources, and in some cases Information Technology. It could result in disciplinary actions up to and including termination of employment, seeking compensation or both.

Governance

The Social Media, Media Relations and Public Statements policy is part of The City's Code of Conduct – which provides a minimum standard applied to employee behaviours.

Customer Service and Communications

Customer Service and Communications is responsible for managing the Social Media, Media Relations and Public Statements policy and is supported by Law-Corporate Security, Human Resources, and in some cases Information Technology, in meeting this responsibility.

Human Resources

Supervisors are encouraged to work with their Human Resources business partner to help investigate breaches of the Social Media, Media Relations and Public Statements policy. Human Resources will work with Law-Corporate Security and/or Information Technology, as needed.

Human Resources consider which, if any, legal documents such as collective agreements or legislation mandated by other levels of government are involved and must be followed. Not doing so may expose The City to significant risk including financial awards for damages, loss of reputation, strained relationships with unions, decreased employee engagement, and more.

may be the exception. LinkedIn is designed as a professional networking and collaboration site. It is socially acceptable within LinkedIn to highlight current and past employers, education, skills, etc.



Our Collective Brand and Reputation

As City employees, our behaviour is held to a higher standard. What we say, write or posts on any public forum has an impact on the citizens of Calgary and how we work with each other. The City's goal is education over enforcement and this standard will help us fulfill our role as public servants responsibly and with integrity, and help protect our collective brand and reputation.

If you have any questions about this standard or the Social Media, Media Relations and Public Statements policy, please speak with your supervisor.

Revision History

Version	Date	Author	Document status
V1.0	2016	B. Morgan	Created Public Statement Employee Standards document to support the Social Media, Media Relations and Public Statements policy