



Social Media 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 you, as City employees, with guidelines and advice when participating in online and social media activities. It covers what is recommended, expected, and required when you participate on social media, whether it is part of your job or on your own time.

The City's goal is to ensure any communications, including social media, helps advance our One City, One Voice philosophy, and complies with all applicable laws (including copyright and intellectual property laws) and City policies, including:

- [Freedom of Information and Protection of Privacy \(FOIP\)](#)
- The City of Calgary's [Administrative Policy Library](#) including:
 - Code of Conduct
 - Conflict of Interest
 - Social Media, Media Relations and Public Statements
 - Acceptable Use of The City Technology Resources
 - Information Management
- Any other related or applicable Council policies

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.

When it comes to social media, the director is responsible for all content posted on City-owned social media accounts. This includes the approval to establish new City-operated social media accounts as well as decommissioning accounts.

Managers, leaders and supervisors

Managers, leaders and supervisors are responsible for making sure employees participating on social media on behalf of The City are:

- Informed of City policies related to social media use.



- Provided with appropriate access to City-operated social media accounts, training and the technology resources, should social media management be a part of their job responsibilities.
- Restricted from using City-operated social media accounts should their role change or employment ends. This includes ensuring account passwords are updated/changed.

Employees

All employees are responsible for protecting our brand, reputation and the way in which The City is viewed by citizens. The City trusts that when employees participate in social media, on behalf of The Corporation, you will:

- Act responsibly.
- Exercise good judgment.
- Maintain the highest degree of professionalism.
- Respect confidentiality when communicating any information regarding The City, City business or City employees.

Social Media Use

The City uses social media to inform citizens of City news and events. Social media also gives citizens a direct channel to ask The City questions, seek information and make comments.

Personal social media use during work hours

The City understands and allows for a reasonable amount of personal social media use during work hours. For more information, see the Acceptable Use of The City Technology Resources.

Social media use during personal time

Personal use is defined as social media activity using your own personal social media accounts, whether you are using your own device or City-owned technology resources. This includes use of social media during regular break times or before or after working hours.

When participating in social media on your own time, remember:

- **Be a City advocate.** You are encouraged to promote, share or retweet City news and information that is already publicly available. You can also follow [The City's social media channels](#) and become part of The City's online community.
- **Respect your audience.** Don't engage in any conduct that would reflect poorly upon yourself as an individual and/or an employee of The City, or The City.



- **Use common sense when posting or commenting.** You are personally responsible for what you post on your own site and on the sites of others. Keep your posts and comments tasteful, and always take the time to think about how your content can be perceived by your online community or the broader public.
- **Everything on social media is public.** There is no such thing as a private social media site. Search engines can turn up posts years after the publication date. Your comments and posts can be forwarded or copied. Archival systems save your information even if you delete a comment or post.
- **Posts are your own.** Make every reasonable effort to make it clear that you are contributing to social media sites as a private citizen, and not as a representative of The City.
 - *For more information, see Social Media, Media Relations & Public Statements policy, section 3. Social Media – City Use.*
- **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 your supervisor
- **Careful who you choose to friend, follow, like and retweet.** Whether you intend it or not, who you friend, follow, like or retweet indicates a positive association or endorsement. Be aware that if you take, or are seen as taking a public position online that is counter to The City interests and values (including, but not limited to, posting racist, sexist or otherwise harmful or offensive content) you may be violating The City's Code of Conduct or other City policies.

Using City-owned technology

- There is no expectation of privacy.
- Any and all activity can be tracked and/or audited.
- The City can and will block access to social media sites it deems inappropriate or dangerous.
- Users should understand that just because a site has not been blocked it may still not be acceptable to access that site.

For more information, see the Acceptable Use of The City Technology Resources.

Authorized content providers

An authorized content provider is an employee designated by the Director, CSC to contribute to The City's presence on social media sites. Authorized content providers publish, monitor, respond to, and contribute to social media in a way that is identifiable as being made by, or on behalf of, The City.



When contributing to The City's social media presence, remember:

- **Get trained.** Complete the required City of Calgary social media training that includes, how and when to respond to posts or comments, and looking at the risks associated with social media use.
- **Stay on topic.** Post only City information and messaging, not personal views.
- **Add value.** Support an environment of healthy debate that focuses on the issues or projects you are associated with and do not get drawn into debates resulting in abusive, offensive or discriminatory messages.
- **Support City objectives.** Post content that supports the City's business objectives in a positive way and promotes City achievements and how citizens' benefit.
- **Respect work confidentially.** Refrain from disclosing confidential and proprietary information or giving out personal information about employees.
- **Maintain a respectful environment.** Remove abusive, hateful, or defamatory comments or content, including information that jeopardizes the privacy of others and spam.

Creating a Social Media Account

City of Calgary social media account

If a business need to create a new City social media presence, approval from the Director, CSC must be obtained. The City of Calgary Social Media Request form must be completed and submitted to socialmedia@calgary.ca.

Personal social media account

When creating a personal social media account as a private citizen, remember:

- **Do not use City identifiers.** 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 a private email address and password.** City-provided e-mail accounts that identify you as a City employee should not be used. Also, do not use City-used passwords.
- **Choose a relevant account name.** Your account name should be authentic and relevant to your name rather than being tied to or associated with The City of Calgary in any way.
- **Use a disclaimer.** Be clear that your views and opinions are your own, especially if you identify yourself as a City employee or commenting on content that is related to The City or your line of work at The City.
 - It is important to note that disclaimers do not clear you of your obligations and duties as a City employee and your personal statements may shape public opinion about you, your profession and The City of Calgary.

Compliance

The City monitors social media sites for business purposes. This includes monitoring mentions, posts or misinformation that could have an impact on The City's collective brand and reputation. Violation of the Social Media, Media Relations and Public Statements policy is considered a violation of the City's Code of Conduct.

The City will take corrective action in response to any infraction or transgression of this policy. Misconduct will be investigated and reviewed in accordance with the LR Policy and may result in disciplinary action being taken against the employee, up to and including dismissal from employment, seeking restitution, commencement of civil action, criminal prosecution, or any combination thereof.

Be an Ambassador

Even if you are not an official spokesperson, you are still an ambassador for The City. If you come across positive posts, comments, content or images, we want to hear about them so we can share them with the rest of our online community.

Similarly, if you see anything online that may be damaging to The City's collective brand and reputation either posted by The City or by individuals, please let us know by contacting socialmedia@calgary.ca.

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.



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.

Law-Corporate Security

Corporate Security is responsible for information security, and the security technology business systems, devices, and infrastructure. Corporate Security advises on:

- Information Security Classification and Acceptable Use of Technology issues.
- Data storage for confidential and highly restricted information.
- Internet blocking (including social media sites) and auditing systems.

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 considers 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.

Our Collective Brand and Reputation

As City employees, our behaviour is held to a higher standard. How we conduct ourselves on social media 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 Social Media Standards document to support the Social Media, Media Relations and Public Statements policy