

TOWN OF STETTLER

Prepared by: Administration Number: XIV-4
Adopted by: Town of Stettler Council Original Policy: 2020 01 07
Previous Policy: N/A
Current Policy: 2020 01 07

Title: **Organizational Communication**

Purpose: To establish roles and protocols for the organizational communication of Town of Stettler employees and to align the brand and tone of the Town's public presence.

Policy Statement:

Social Media

Roles

Employees involved in the development and maintenance of the Town of Stettler's social media pages are responsible for building a strong online presence that reflects the Town's identity. All employees who have access to a Town of Stettler or Stettler Recreation Centre social media channel must receive social media training and agree to partake in future training as the need arises.

1. Corporate Communications Coordinator

Develops, monitors, and posts content on the Town of Stettler social media. Provides back up to the Stettler Recreation Centre social media pages.

2. Parks and Leisure Office Supervisor

Develops, monitors and posts content on the Stettler Recreation Centre social media. Provides back up to the Town of Stettler social media pages.

3. Social Media Administrators

Develops content for the Town of Stettler or Stettler Recreation Centre social media channels and sends to the Corporate Communications Coordinator or Parks & Leisure Office Supervisor to be shared.

- The Director of Operations will be maintained as an administrator for operational urgent after-hours situations.
- The Aquatic Centre delegate will be maintained as an administrator for Aquatic Centre matters. The Aquatics Manager will be maintained to post in emergent, after-hours situations.

Non – Administrators

An employee who wishes to have a post made to a Town of Stettler or Stettler Recreation Centre social media account but does not have permission to access the page may submit a *Social Media Post Request Form* (Appendix i).

Accounts

Information posted on behalf of the Town of Stettler should be convenient for residents to locate; therefore, the number of social media accounts that the Town maintains should be limited. The accounts that are currently approved are:

1. Town of Stettler
2. Stettler Recreation Centre

It is prohibited to create a new social media page that claims affiliation to the Town of Stettler without the express permission of the CAO. A request for the creation of a new social media account may be done by completing a *Social Media Account Request Form* (Appendix ii) with the recommendation of the Corporate Communications Coordinator.

Personal Use/External Agency Use

Every employee of the Town of Stettler is perceived as an ambassador of the organization, both on and off duty. It is crucial to acknowledge the difference between personal and professional social media use. For more information on the appropriate use of personal social media and online public forums, please see the Town of Stettler Employee

Code of Ethics.

Engagement & Messaging

Comments, likes, shares, private messages, and other forms of digital interaction are equally important to original posts. When engaging with users, please adhere to the following:

- Comments involving questions should be responded to promptly and professionally. If the administrator is unsure of the correct answer, consult the appropriate Department Head before responding.
- Avoid slang and jargon; maintain a professional tone, but explain concepts using layman's terms.
- If a comment thread extends beyond one Town of Stettler response, offer to continue the conversation via phone or e-mail.
- Comments that target individual employees, employ harassment tactics, or contain inappropriate language will not be tolerated. The Town of Stettler reserves the right to remove hostile or vulgar comments.
- Treat every online conversation with respect, regardless of the quality of the comment or message.
- Messages or comments sent to the Town of Stettler or Stettler Recreation Centre pages are to be responded to during operating hours only, except in the case of an emergency.

Posting & Creating Content

Posts shared to the Town of Stettler and Stettler Recreation Centre social media accounts should highlight happenings at each organization using a professional and friendly tone. All posts made to the Town of Stettler Facebook page must be facilitated through the Corporate Communications Coordinator, and posts made to the Stettler Recreation Page must be facilitated through the Parks and Leisure Office Supervisor.

- Content is not to be created or shared to social media on behalf of outside organizations or events. If the Town or Stettler Recreation Centre is **directly involved** in an event, that involvement may be promoted.

- Although different administrators may manage the same channel, a page should portray one, clear voice. Aim to maintain a similar tone and vocabulary to the page's main administrator.
- All posts must be edited for spelling and grammar before posting.

Legality

Content shared to social media must respect:

- FOIP
- Intellectual Property Legislation
- Canadian Anti-Spam Legislation
- Terms & Conditions of the channel

Public Engagement

Through all available mediums of communication, the Town of Stettler aims to provide communication that is accurate, concise, and courteous.

Mediums

The Town of Stettler acknowledges that different demographics have varying preferences for receiving communication and news, and will offer a variety of communication channels based on the diverse needs of residents.

Concerns & Inquiries

Questions or concerns received within working hours will be promptly and accurately answered. If the recipient of the concern or question is unable to address the issue properly, they are to forward the inquiry to the appropriate Department Head.

Public Discourse

Employees will not speak in a disrespectful manner regarding other employees, members of Council, Town of Stettler business associates, or the Town of Stettler;

Employees will not divulge sensitive or confidential information to members of the public;

Employees will not discuss personal opinions on Town-related matters or figures with members of the public;

Employees may invite members of the public to contact the appropriate Department Head during operational hours in response to questions, complaints or comments received outside of working hours.

Media Relations

The Town of Stettler acknowledges the importance of a strong and transparent relationship between the municipality and media. The Town of Stettler aims to provide timely, accurate and relevant information to the media for the overall benefit of residents.

Spokespeople (Reactive Media Relations)

Not every employee of the Town of Stettler is an authorized spokesperson; only authorized spokespeople may speak on behalf of the Town of Stettler.

General inquiries from members from the media should be directed to the Corporate Communications Officer. Specific inquiries may be referred to the appropriate Department Head.

Statements made to the media are not to include personal perspectives in the case that the opinion conflicts with the official position of the Town of Stettler.

News Releases (Proactive Media Relations)

Town-related news, decisions or events may be promoted through news releases. News releases are to be created and distributed through the Corporate Communications Coordinator. Any requests or suggestions for a news release are to be sent to the Corporate Communications Coordinator.

Contentious Topics

In the case of a media request regarding a controversial matter, the Corporate Communications Coordinator is to

collaborate with the CAO and relevant Department Heads to develop an inclusive statement.

Emergency/Disaster Management

In the case of an Emergency, the Public Information Office will act as the primary media and public liaison.