

PURPOSE

The City of Kelowna Social Media Policy establishes the principles expected of all staff members when engaging on the City's behalf on the social web.

REFERENCES

- Code of Ethics Policy
- Social Media Strategy & Marketing Guidelines Manual
- Visual Identity Guide
- Media Relations Policy

POLICY

The City uses social media as an additional communication tool that is intended to encourage information sharing and dialogue. The use of social media shall be consistent with strong business practices and be a viable means to achieving business objectives and goals.

Official City of Kelowna Social Media and Web 2.0 technologies & channels are managed by the Community & Media Relations Department. Development, implementation and usage of these channels is overseen by Community & Media Relations in consultation with the Web Governance Committee.

Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

1. Participation

Official Social Media Channels will be populated regularly by Community & Media Relations. Engaging in Social media is understood to be a daily process. Messages will be simple, engaging and link the reader to further information on the City's website, kelowna.ca.

Employees interested in engaging in Social Media on behalf of the City must consult with the Community & Media Relations Department and, once approved, sign an involvement form, having read this Policy and the Social Media Strategy & Marketing Guidelines Manual. Employees representing the City via social media outlets are expected to conduct themselves at all times as a representative of the City and in accordance with the Code of Ethics and Media Relations Policy.

2. Disclosure

All social networking sites shall follow branding standards as laid out in the Visual Identity Guide, clearly indicate they are maintained by the City of Kelowna and shall have City contact information prominently displayed. Each site shall include an introductory statement which clearly specifies the purpose and topical scope of the blog and/or social network site, a disclosure statement (see Social Media Strategy & Marketing Guidelines Manual) and the City's posting guidelines as below (point 3).

Effective Date	Revised Date	Authorized By	Approved By
June 4, 2010	n/a	Director, Community & Media Relations	City Manager

3. Posting guidelines

Content, comments or links containing any of the following will not be allowed on City Social Networking sites.

- a. Comments not topically related to the particular site or blog article;
- b. Slanderous or defamatory remarks, obscene language or sexual content;
- c. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- d. Promotion of commercial services or products other than significant sponsors, affiliations, or business partnerships.
- e. Promotion of political candidates;
- f. Promotion of illegal activity;
- g. Information that may compromise the safety or security of the public or public systems;
- h. Content that violates a legal ownership interest of any other party

The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

4. Availability

The City updates and monitors social media accounts during office hours, Monday- Friday, 8am- 4pm. As customer service is a priority, we will attempt to respond to all inquires via social media in a timely manner during office hours; however, the usual ways of contacting us for official correspondence are encouraged. The City assumes no responsibility for lack of service due to channel-related downtime or issues.

5. Records

All City of Kelowna social networking sites shall adhere to applicable provincial, federal and local laws, regulations and policies including all Information Technology and Records Management policies and other applicable City policies.

The *Freedom of Information & Protection of Privacy Act* applies to social media content and therefore content must be able to be managed, stored and retrieved to comply with the act.

GLOSSARY

Social Media - e-technologies and practices that are used to share opinions and information, promote discussion and build relationships online. There are thousands of different platforms and formats within social media including social networking sites, information sharing sites and blogging or personal publishing sites.

Messages – includes online communications such as posts, blog posts, wall posts, tweets, document posting, video posting, comments, replies, direct messages, events, invitations,

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