



POLICY STATEMENT

Interim Social Media Policy

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Peace River Regional District departments may consider using social media tools to reach a broader audience. The PRRD encourages the use of social media to further the goals of the PRRD and the missions of its departments, where appropriate.

The Peace River Regional District has an overriding interest and expectation in deciding what is "spoken" on behalf of the PRRD on social media sites. This policy establishes guidelines for the interim use of social media until such time as a full communications plan is completed.

General

1. The PRRD website will remain the PRRD's primary and predominant internet presence.
2. All Peace River Regional District social media sites will be subject to approval by the manager of that department before they are developed.
3. The best, most appropriate Peace River Regional District uses of social media tools generally fall into two categories:
 - As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
 - As marketing/promotional channels which increase the PRRD's ability to broadcast its messages to the widest possible audience.
4. Wherever possible, content posted to Peace River Regional District social media sites should contain links directing users back to the PRRD's official websites for in-depth information, forms, documents or online services necessary to conduct business with the PRRD.
5. As is the case for PRRD web site, designated PRRD employees will continue be responsible for the content and upkeep of any social media sites their department may create.
6. Wherever possible, all Peace River Regional District social media sites shall comply with all appropriate Peace River Regional District policies and standards.
7. Any content maintained in a social media format that is related to PRRD business, including a list of subscribers and posted communication, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for public records on social media.

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8. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between PRRD departments and members of the public.
9. The following guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

Peace River Regional District social media site articles and comments containing any of the following forms of content shall not be allowed:

- Comments not topically related to the particular social medium article being commented upon;
 - Profane language or content;
 - 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;
 - Sexual content or links to sexual content;
 - Solicitations of commerce;
 - Conduct or encouragement of illegal activity;
 - Information that may tend to compromise the safety or security of the public or public systems
 - The PRRD reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
10. The PRRD will approach the use of social media tools as consistently as possible.
 - All new social media tools proposed for PRRD use will be approved by the CAO and/or Corporate Officer and the appropriate department's manager.
 - Administration of Peace River Regional District social media sites will be assigned to the designated PRRD employees.
 - The designated PRRD employees will maintain a list of social media tools which are approved for use by PRRD departments and staff.
 - The designated PRRD employees will maintain a list of all Peace River Regional District social media sites, including login and password information.
 - The designated PRRD employees will inform the department manager of any new social media sites or administrative changes to existing sites.
 - The designated PRRD employees must be able to immediately edit or remove content from social media sites.

Peace River Regional District **INTERIM** Social Media Standards

At this time the following social media tools may be put in use by the PRRD departments:

- Facebook
- YouTube
- Twitter

Facebook

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed for the PRRD departments looking to drive traffic to the PRRD website and to inform more people about PRRD activities. As Facebook changes these standards may be updated as needed.

1. Type of 'pages'
 - The staff will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability.
 - For 'type' description, choose 'government.'
2. Boilerplate
 - The Web site committee will provide input into the PRRD Facebook page's image, consisting of a picture and the PRRD logo.
 - If comments are turned on, the Wall page should include a link to a Comment Policy tab with the following disclaimer:

“Comments posted to this page will be monitored. The PRRD reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.”
3. Link to the PRRD
 - A link to PRRD website will be included on the Info page.
 - Department and project pages should be page favorites of other PRRD Facebook pages.
4. Page naming
 - Page name should be descriptive of the department.
 - Departments will choose carefully with consideration for abbreviations, slang iterations, etc.
5. Page administrators
 - A successful page requires "babysitting." The department manager and assigned staff is responsible for monitoring the Facebook page. Posts should be approved by the manager or a designated alternate.
 - The department staff is responsible for making sure content is not stale.
6. Comments and Discussion Boards
 - Comments to the Wall generally will be turned off but may be allowed.
7. Style
 - PRRD Facebook pages will be based on a template that includes consistent existing branding.
 - Departments will use proper grammar and standard AP style, avoiding jargon and abbreviations.
 - Facebook is more casual than most other communication tools but still represents the PRRD at all times.

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8. Applications

- There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
- An application should not be used unless it serves a business purpose, adds to the user experience, and comes from a trusted source.
- An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

9. Archive

- Each Facebook page will be set up in conjunction a PRRD designated e-mail account.
- Content from Facebook needs to be retained as a record needs to be printed and maintained for records management purposes.

YouTube

YouTube is a video-sharing website on which users can upload, share, and view videos. These videos can be imbedded into websites and other social media tools. The PRRD may provide access to and distribution of online video through YouTube to further the goals of the PRRD and the missions of its departments.

Key objectives for video content should meet one or more of the follow goals:

- provide information about PRRD services,
- showcase the PRRD and community events,
- explore PRRD issues and highlight outstanding individuals and organizations that contribute to the Peace River Regional District.

Twitter

Twitter is a micro blogging tool that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining Twitter accounts, PRRD departments can communicate information directly to their Twitter followers, alerting them to news and directing them to the PRRD website or Facebook page

Twitter accounts shall serve three primary purposes:

- Get emergency information out quickly
- Promote PRRD sponsored events
- Refer followers to content hosted at PRRD website