

# TOWN OF LUSELAND



<b>CATEGORY:</b> General Government	<b>Policy Title:</b> Social Media Policy	<b>Policy #</b> GG-1205	
<b>Resolution No:</b> 24/343	<b>Effective date:</b> June 14, 2022	<b>Amendment Date:</b> October 8, 2024	<b>Pages:</b> 3

## Purpose

All Social Media posts coming from the Town of Luseland will have their comments turned off. The Town of Luseland will utilize Social Media as an information sharing platform only.

The purpose of this policy is to set out direction for The Town of Luseland to participate in social media. The scope of this policy includes all employees who participate in social media activities. Employees engaged in social media on the Town of Luseland's behalf are expected to consistently conduct themselves in a professional manner so as to protect, promote, and augment the good reputation of themselves and The Town of Luseland.

The policy is designed to encourage appropriate and effective use of all platforms, and provide guidelines for staff to exercise personal responsibility online. It is also designed to empower The Town of Luseland social media implementers to make good decisions that reflect positively on the association. This social media policy is not meant to be an exhaustive list of what you can and cannot do.

## Background

This policy refers to the online social media tools used by The Town of Luseland to produce and post content (text, images, video and audio). For the purposes of this policy, social media refers to all public-facing sites. The Town of Luseland Municipal Government uses Facebook to share valuable information with residents, businesses and visitors to Luseland.

## Use of Social Media

The Town of Luseland supports the use of social media to share information, communication, and limited marketing of the Town of Luseland's activities and programs. The Town of Luseland will post Luseland relevant information only, while maintaining a professional account that reflects The Town of Luseland's goals and social media strategy. The Town of Luseland will not accept payment in exchange for posting or sharing content with followers.

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The primary staff member responsible for managing the account shall be the CAO. Ultimately the CAO and the Assistant Administrator are responsible for all content promoted through social media. They are to understand the implications and risks associated with using these platforms.

Each social media platform will have only one official The Town of Luseland account. Employees must not use The Town of Luseland in personal usernames without permission from the CAO. The official accounts of The Town of Luseland shall be:

- Facebook: Town of Luseland
- Google My Business listing: Town of Luseland; and
- Personal Website: Town of Luseland – [www.townofluseland.com](http://www.townofluseland.com)

## Five Pieces of the Puzzle



### 1. Exercise Good Judgment

Social media is intended to be a platform where your audiences feel comfortable sharing and connecting. Take responsibility for what you write while exercising good judgment and common sense. Adhere to The Town of Luseland's values and the same policies as in the offline world. Think twice before posting, and consider how the comment will reflect on the organization.

There may be some circumstances where an official statement is needed. If you spot a potential issue, ensure it is brought forward in a timely manner so a proper response can be drafted and communicated quickly.

Be considerate when taking and posting photos and recordings at The Town of Luseland events. Signage

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notes that photos and recordings will be made available, but avoid photographing or recording people who look like they are having private conversations or in meetings, or in embarrassing situations. Try to stick to open events and sessions. When in doubt, ask permission.

## 2. Consider Your Audience

The Town of Luseland's audience for social media is:

- The Town of Luseland resident's and surrounding communities;
- MLAs, MPs, and other elected officials throughout the province;
- communication and marketing industries found within various municipalities;
- policy-related academics; and
- pundits, academic media personalities, and journalists in Saskatchewan or covering the municipal field.

Make it part of your strategy to ensure you aren't alienating any of these groups.

## 3. Respect Copyrights

Always ensure that people are given proper credit for their work. Make sure you have the right to use something before you publish it. This includes images, quotes, text, etc. Respect copyrights, trademarks, rights of publicity, and other third-party rights.

## 4. Protect Confidential and Proprietary Information

Personal information collected from a social media site must be managed and protected. Personal information includes name, email, address, username (if it has the individual's name in it), etc. Always discuss the disclosure of The Town of Luseland's financial or proprietary information with the CAO before publishing.

## 5. Add Value

Social media pays off when you add value for your audience.

Ensure the information you provide is worthwhile information and adds perspective.

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