



POLICY No. ADMIN 04: SOCIAL MEDIA

EFFECTIVE DATE: May 14, 2025

RESOLUTION# 2025-229

Purpose

This policy provides guidance for the responsible use of social media on behalf of the Municipality of Grassland. It ensures communication is accurate, respectful, timely, and consistent with the values and obligations of the municipality.

This policy applies to all municipal employees, elected officials, and authorized contractors who manage or contribute to official municipal social media accounts.

Objectives

- Foster transparent, timely, and effective communication with residents and stakeholders.
- Protect the integrity and reputation of the Municipality.
- Provide clear approval and content standards.
- Prevent the spread of misinformation or inappropriate content.

Official Accounts

Only social media accounts authorized by the CAO may represent the Municipality. These include, but are not limited to:

- Facebook
- X
- Instagram

All accounts must be registered with the CAO or designate, with login credentials securely maintained.

Content Approval

- All social media content must be **proofread** for grammar, spelling, clarity, and factual accuracy.
- **No post shall be published without the prior approval of the CAO or a designated Manager.**

Best Practices

- **Be Timely:** Ensure information is posted promptly, especially during emergencies or service disruptions.
- **Be Accurate:** Confirm facts before posting. When errors occur, correct them transparently.
- **Be Respectful:** Maintain a neutral and professional tone at all times.
- **Be Clear and Concise:** Use plain language that is easy to understand.
- **Be Accessible:** Use inclusive language and consider accessibility best practices (e.g., image descriptions, captions).

Engagement Restrictions

- **Commenting on municipal posts is disabled.** The Municipality does not allow public comments on its social media posts.
- **Direct messages/inbox messages are not monitored.** All social media accounts will have an automatic reply or pinned notice stating:

"This inbox is not monitored. Please contact the Municipality of Grassland directly at 204-858-2590 or email info@mglgov.ca"

Content Guidelines

Posts should generally relate to:

- Municipal services and programs
- Emergency alerts and public safety notices
- Council meeting schedules or decisions
- Community events and initiatives
- Public engagement opportunities

Prohibited content includes:

- Personal opinions or political endorsements
- Confidential or privileged information
- Copyrighted content without permission
- Offensive, discriminatory, or inflammatory material

Personal Use

Municipal employees and Council members are encouraged to maintain a clear distinction between personal and professional social media use. When referring to municipal matters on personal accounts, individuals must:

- Use a disclaimer (e.g., "Opinions are my own")
- Avoid sharing confidential or privileged information
- Not imply official municipal endorsement

Records Retention

Social media content is a form of municipal communication and may be subject to The Municipal Act and The Archives and Recordkeeping Act. Staff must retain records of significant posts.

Policy Review

This policy will be reviewed annually or as required by changes in legislation, technology, or organizational needs.