

Practice Name:	Social Media Practice		
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Issued by:	HR, Web & New Media Team	Approved by:	SMAT

PURPOSE

Every day, people initiate and participate in conversations about the City of Surrey on social media. This Social Media Practice statement has been developed to support City staff in participating in respectful conversation about Surrey and its employees.

The City of Surrey is a thriving, green, inclusive city. As City employees, we are guided by our shared values – Community, Innovation, Integrity, Service, and Teamwork. These values are fundamental to how we treat each other and those we serve. They guide us on how we communicate on social media both as employees and as individuals.

DEFINITIONS

Social media: websites and online applications that allow people and organizations to create, share, and exchange content or to participate in social networking.

Social network: a dedicated website or other application that enables users to communicate with each other by posting information, comments, messages, images, etc. Facebook, Twitter and LinkedIn are examples of a social network

Social media account: an established profile on a social media network

Websites: a place on the World Wide Web that contains information about a person, place or thing and usually consists of many Web pages joined by hyperlinks.

Content: any information published online. Content can include text, photos, documents, videos, audio or links

Post(ed): when content is published online. It can be in the form of a public post or private message.

City Websites: Official City websites and microsites. (www.surrey.ca is an example)

City Social Media: social media accounts that have been approved and sanctioned by the City of Surrey

PRACTICE

The City of Surrey's Social Media Practice serves to guide City employees in their participation on social media. Employees may use social media for City business, professional purposes and/or for personal use. Staff must be clear on who they are representing when they use social media. Is the comment being made on behalf of the City or is it a personal view?

Employee conduct on social media (business, professional or personal) must be consistent with the standards outlined in the City's:

- Code of Conduct By-Law;
- Respectful Workplace Policy/Human Rights Policy;
- Electronic Communications Acceptable Usage Policy; and
- Values.

If an employee has questions regarding the City's Social Media Practice, they should contact their manager.

Unacceptable Use

When using social media to represent the City in an official capacity or an implied official capacity, employees may not:

- Transmit any materials in violation of local, provincial or national laws
- Use vulgar, disrespectful or inappropriate language
- Transmit or post threatening, abusive, discriminatory or obscene material
- Duplicate, store or transmit copyright material
- Lobby for political purposes
- Duplicate, store or transmit pornographic materials
- Suggest or support illegal activity
- Post material that is likely to compromise the safety and security of the public or public systems
- Advertise or solicit on behalf of individuals, businesses or not-for-profit organizations.

Official Use

Social media is an important communication tool that the City of Surrey uses to engage with residents, businesses and other stakeholders. City social media accounts are managed by the Web & New Media Team as well as by approved Social Media Account Managers.

To ensure City social media accounts are effective and secure, employees requesting access to current City social media accounts must receive approval from the Business Unit Manager and the Manager, Web & New Media Team.

New social media account creations must receive approval from the Business Unit Manager and the Manager, Web & New Media. The Web & New Media Team will have administrative access to all City Social Media.

Read the [Social Media Handbook](#) or contact the Social Media Coordinator for more details.

Professional Use

The City recognizes that social media can help City staff to collaborate, share information, and support discussions with the public.

City staff should keep their personal and professional social media accounts separate and are expected to conduct themselves as they would in any work situation. For guidelines on how to use social media for professional purposes, read the [Social Media Handbook](#).

Personal Use

The City recognizes the importance of social media communication and the role it plays in employees' personal lives. Employees are encouraged to use good judgement to positively engage in social media at a level that is in accordance with the City's Electronic Communications Acceptable Usage Policy, Respectful Workplace Policy, Human Rights Policy, Code of Conduct By-Law, and Values.

Employees using social media for personal purposes must:

- Follow all City policies at all times, including those respecting privacy, confidentiality of information, and technology.
- Ensure that he/she states all opinions are his/her own and do not reflect the opinions of the City.
- Take responsibility to avoid making public comments or posting content that is defamatory, derogatory or offensive.
- Not post content or comments that undermine the employment relationship, and/or damage the reputation of or otherwise negatively impact the City of Surrey, its officers, officials or employees.
- Not use the City's logo or trademark for personal use unless specifically authorized.
- Not take or post any images or video of City staff, without consent.

CONSIDERATIONS

Any employee found to have violated this Practice may be subject to disciplinary action, up to and including termination of employment.

Managers are responsible for ensuring awareness and administration of this Practice.

RELATED POLICIES

- Surrey Code of Conduct By-Law, 1994, No. 12196
- Respectful Workplace Policy
- Human Rights Policy
- Electronic Communications Acceptable Usage Policy
- City of Surrey Values