


CENTRAL PEACE FIRE & RESCUE COMMISSION

	<u>POLICY TITLE</u> CPFRC Fire Department Social Media Policy	<u>POLICY NO.</u> POL-07-2016	<u>CROSS REFERENCE</u>	PAGE 1
	<u>BOARD APPROVAL DATE:</u> 09-01-2016	<u>REPLACED POLICY NO.</u>	<u>AMENDMENT DATE</u>	

PURPOSE:

To establish guidelines for creating and maintaining a positive social media presence for the Central Peace Fire & Rescue Commission.


1.0 POLICY GUIDELINES:

- 1.1 The Central Peace Fire & Rescue Commission (CPFRC) Manager/Fire Chief may establish and maintain an online presence on social media sites and its own web site in order to increase communications with the public.
- 1.2 The CPFRC social media sites will reflect the values and ethics of the Fire Department, as outlined in this Social Media Policy.
- 1.3 Social Media posts shall reflect Administrative Tasks and Duties in the Fire Department and not political discussions, as the Manger/Fire Chief is the official spokesperson of the Central Peace Fire & Rescue Department.

2.0 PROCEDURE:

- 2.1 The Manager/Fire Chief will designate the person(s) responsible for monitoring and updating the approved social media sites on behalf of the Central Peace Fire & Rescue Commission and the Manager/Fire Chief.
- 2.2 He/she will work to develop and approve online messages relevant and up-to-date information to the public.
- 2.3 Login and passwords for social media sites will be treated as confidential information and will stored under the supervision of the Manager/Fire Chief or designate.
- 2.4 The usage of social media for the Central Peace Fire & Rescue Commission with the Canadian Anti-Spam Legislation (CASL).
- 2.5 Comments made by the public on the CPFRC social media sites will be reviewed by the designated person(s) in charge of maintaining the sites.

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- 2.6 Comments by the public will not be edited, but they must comply with the *Alberta Human Rights Act* and CPFRC posting guidelines listed in this policy.
- 2.7 These guidelines shall be posted on all CPFRC social media sites, as well as www.cpfr.ca.
- 2.8 Information developed for the newspaper may also go online and be posted to social media sites.
- 2.9 Information posted will be in strict adherence with the CPFRC social media policy.
- 2.10 CPFRC Manager/Fire Chief or designate shall have the final authority to determine if information will be posted on the CPFRC social media sites or web page.

3.0 PUBLIC POSTING GUIDELINES

- 3.1 Comments should relate to the posted topic(s) and must not contain any personal information about another individual.
- 3.2 Users may only post their own, original content. Reproduced or borrowed content that appears to violate trademark or copyright laws will be deleted.
- 3.3 Threatening, offensive or harassing language is not permitted nor tolerated and will be removed from the site.
- 3.4 Comments that constitute discrimination or harassment under the *Alberta Human Rights Act*, are not permitted and will be removed from the site.
- 3.5 Comments that promote illegal or dangerous activities are not permitted and will be removed from the site.
- 3.6 Comments that present demeaning or derogatory portrayals of individuals or groups or contain any message that is likely to cause deep and widespread offence are not permitted and will be removed from the site.

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- 3.7 Comments that promote religious and or political messages that might be deemed prejudicial to other religious or political groups are not permitted and will be removed from the site.
- 3.8 Comments promoting any business or commercial gain are not permitted and will be removed from the site.
- 3.9 Notwithstanding the foregoing list, the CPFRC reserves the right in its absolute discretion to remove any comments deemed inappropriate for any reason whatsoever.


4.0 GUIDELINES FOR MEMBERS OF THE CPFRC

- 4.1 CPFRC members who participate in social media are welcome to follow the CPFRC social media sites and are encouraged to share content that has already been officially posted to the CPFRC website or social media site.
- 4.2 CPFRC members shall not post content on behalf of the CPFRC and shall identify that any posts related to the CPFRC are of a personal view, and not necessarily the view of the CPFRC.
- 4.3 All social media activity will comply with the Canadian Anti-Spam Legislation (CASL).
- 4.4 Members may be held accountable to the Code of Ethics and the Code of Conduct policy POL-04-2016 for posts on the CPFRC's social media sites.

5.0 PROFESSIONALISM

- 5.1 Posts on the CPFRC social media sites must meet the following standards
 - 5.1.1 Posts must maintain a professional and courteous tone.
 - 5.1.2 Posts must stick to facts and refrain from debates over opinions.
 - 5.1.3 Posts will not be offensive, defamatory or of an aggressive nature.

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- 5.1.4 The author will refrain from making political or partisan posts as a member of the CPFRC.
- 5.1.5 Posts by the author will not criticize policies or decisions made by the Manager/Fire Chief or designate or any member of the Board of Directors or actions by superior officers or other members of CPFRC.
- 5.1.6 Posts will reflect the values and ethics of the CPFRC as stated in policy POL-04-2016.
- 5.1.7 Personal information regarding members, Officer staff or third party representatives will not be tolerated on the social media sites of the CPFRC.


6.0 RECORDS

- 6.1 Any comments or posts that have been or about to be removed due to a conflict with the posting guidelines, shall be reported to the Manager/Fire Chief or designate.
- 6.2 Any other comments and messages posted to the CPFRC social media sites will be considered transitory and will not be kept permanently by CPFRC.

7.0 PRIVACY

- 7.1 At the discretion of CPFRC, any information, photos, or videos that are shared or posted on our official social media sites may be reproduced by CPFRC for promotional or other purposes, with the appropriate permissions and acknowledgement of the source.
- 7.2 Comments and messages requested by CPFRC and collected for public records using social media will be treated like any other form of communications received by CPFRC and will be subject to the provisions of the *Freedom of Information and Protection of Privacy Act (FOIP)*.

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8.0 VIOLATION OF POLICY AND PROCEDURE

8.1 A violation of this policy by a member of CPFRC is a serious matter and may result in disciplinary action up to and including termination from the CPFRC.

9.0 ACKNOWLEDGEMENT

9.1 This policy was adopted with permission from Saddle Hills County.