

COMMITTEE OF THE WHOLE COUNCIL REPORT

Corporate Services
For the June 24, 2024 Council Meeting

DATE: June 20, 2024

File No.

TO: Mayor and Council

FROM: Rochelle Lougheed, Corporate Officer

RE: Revised Social Media Policy

RATIONALE:

To provide Council with proposed amendments to the Social Media Policy for consideration.

OPTIONS:

1. Council may wish to support the staff recommendation
2. Council may wish to not support the staff recommendation
3. Council may wish to refer back to staff for additional information

RECOMMENDATION:

That Council approve of the revisions to the Social Media Policy.

BACKGROUND:

Revisions are being proposed to the Social Media Policy in order to account for changes that have been made to the Town's Social Media accounts and the way that Social Media is being utilized by the Town.

- Twitter has been changed to X in the Policy
- Content will be scheduled for non-business hours
- The Disclaimer has been extended to Instagram and X
- Oliver and District Recreation have been incorporated into the Policy with the Director of Recreation managing their Facebook and Instagram accounts.

Attached to this report is:

Social Media Policy showing the proposed revisions
Revised Social Media Policy

General: N/A

Organizational: N/A

Financial: N/A

Legal/Statutory Authority: N/A

Strategic Plan: Good Governance

REFERRALS:

PUBLIC PROCESS:

COUNCIL REPORT/RESOLUTION HISTORY:

CAO COMMENTS:

Report Approval Details

Document Title:	Revised Social Media Policy .docx
Attachments:	- Revised Social Media Policy_marked up.docx - Revised Social Media Policy.docx
Final Approval Date:	Jun 20, 2024

This report and all of its attachments were approved and signed as outlined below:

Wayne Anderson - Jun 20, 2024 - 2:53 PM