



TITLE: EXTERNAL COMMUNICATIONS VIA SOCIAL MEDIA AND DIGITAL SIGN

Approved by: Council

Date: February 24, 2026

Revised by:

Date:

PURPOSE OF POLICY

The MD of Pincher Creek will provide guidelines regarding the appropriate use of external communications; Social Media outlets and Digital Signs.

POLICY STATEMENT

1. The MD of Pincher Creek shall utilize external communications (social media/social network sites and digital signs) to further enhance communications with various stakeholders.
-

DEFINITIONS

2. For the purpose of this policy, the following definitions shall apply:
 - a) “MD” shall mean and refer to the Municipal District of Pincher Creek No. 9.
 - b) “Employer” shall mean and refer to the Municipal District of Pincher Creek No. 9.
 - c) “Employee” shall mean any employee of the MD of Pincher Creek No. 9.
 - d) “CAO” shall mean the Chief Administrative Officer appointed by Council in accordance with the *Municipal Government Act*, R.S.A. 2000, Chapter M-26
 - e) “Comment” shall mean a response to a MD of Pincher Creek article or social media content submitted by a commenter.
 - f) “Social Media” shall mean interactive platforms used to share information to the public, including but not limited to, Facebook, X, etc., via the internet, where individuals and communities create and share user-generated content.
 - g) “Digital Signs” shall mean any digital signs maintained by the MD.

Responsibilities

3. In their capacity as private citizens, MD employees, and elected officials, have the same rights of free speech as other citizens, however they may not represent the MD on their own personal social media sites, and they are reminded they are bound by the official Oath of Confidentiality, the Protection of Privacy Act, Access to Information Act and
-

Policy 166 - Electronic Communications and must not disclose any MD information or content that they are not specifically authorized to disclose.

- a) Employees found in violation of this policy shall receive discipline up to and including terminations as per policy 170 (Progressive Discipline).

Guidelines

4. The MD of Pincher Creek website www.mdpinchercreek.ab.ca will remain the MD's primary internet presence.
5. The MD recognizes its presence on social media sites is a useful tool to distribute information on MD programs and services to online users and the social media presence contributes to the image of the Municipality.
6. The MD will not post on social media sites advertisements on behalf of for-profit businesses unless it is in direct relation to MD residents (open houses for AltaLink, etc.)
7. The MD website and Digital Signs will be for MD-directly related events and information, including but not limited to Fire Bans.
8. Community Events may be posted on the MD Digital sign, but will be limited based on MD need and at the discretion of the CAO.
9. Social media is not a substitute for customer service or internal communications. Important information should be transmitted through normal MD communication channels, not solely via social media.
10. The establishment and use of MD social media sites are subject to approval by the CAO.
11. Wherever possible, content posted to MD social media sites should contain links directing users back to the MD's official website for in-depth information, forms, documents or online services necessary to conduct business and services offered by the MD.
12. The MD shall be identified in a clear and consistent manner on all Municipal-managed social media sites. Profile images for the MD shall contain the MD logo.
13. The MD reserves the right to, without notice, edit, remove, or refuse content containing and of the following forms of content:
 - a) Comments not topically related to the particular site or blog article being commented upon;
 - b) Profane language or content;
 - c) Personal attacks on individuals or specific groups;
 - d) Sexual content or links to sexual content;
 - e) Content related to non-MD related sales, advertising or promotions;
 - g) Content for the purpose of promoting a candidate for municipal, provincial or federal election;
 - i) Political opinion of any Councillor or the Reeve
 - j) Comments speculating on Council decisions
 - k) Comments speculating on emergency situations

Richard D. Lemire

Reeve



Roland Milligan

Chief Administrative Officer

