

COUNCIL REPORT

To: Mayor and Council
From: Human Resources
Date: December 2, 2024
Subject: Social Media Policy 1.27

RECOMMENDATION:

THAT Council approves the proposed Social Media Policy 1.27.

BACKGROUND:

Social media is a tool that helps the District of Mackenzie (District) to connect with residents, share information, and foster community engagement. To make sure that these interactions are effective, respectful, and aligned with the District's values, it's import to implement a social media policy. The District's Social Media Policy provides guidelines for employees and Council Members on appropriate content sharing, response protocols, and the protection of confidential information. By standardizing social media practices, the District can enhance its communication strategies, prevent misunderstandings, and uphold a positive and unified presence across all online platforms.

COUNCIL PRIORITIES:

Strong Governance and Finances

- As the municipality's elected governing body, we serve all residents and businesses in the community. We engage residents and stakeholders on important issues and make our decisions through open and transparent processes. We are careful in our use of resources, mindful of the need to maintain programs and services, while also meeting the community's infrastructure needs.

RESPECTFULLY SUBMITTED:

Brittany Clarke, Human Resources Coordinator

Reviewed By: Corporate and Financial Services

Approved By: Chief Administrative Officer