

Policy: AD-021
Coverage: Town of Stellarton
Council Approval: July 12, 2021
Effective Date: July 13, 2021



STELLARTON SOCIAL MEDIA ADVISORIES

PURPOSE:

The Town of Stellarton will use the Stellarton mobile app and other social media accounts as information sharing platforms to keep citizens up to date. This policy will ensure that alerts and posts will be relevant for Stellarton residents and not overwhelm the platforms for users.

POLICY STATEMENT:

The Town of Stellarton is committed to providing transparent communications between the Town and its residents. The Town of Stellarton is committed to ensuring that any alert or post will consider this policy before being sent to users.

POLICY:

- Requires No Formal Approval:** Information regarding Town operations and services will not require prior approval from Council before sharing.
Examples Include: Water and tax billings, water advisories, Council meeting notices, relevant provincial and federal updates and programs, storm warnings, Public Works notices, events and recreation notices, and Town-issued press releases.
- Requires Council Approval:** Information related to the Town but not directly from the Town will require approval from Council before sharing.
Examples Include: Information outside of Town jurisdiction (scam and/or alerts information as directed by the Stellarton Police Service, etc.), birth and death notices, proclamations, Committee of Council requests (Heritage, Communities in Bloom, Planning Advisory, Accessibility), fundraisers and/or benefits organized by a recognized non-profit organization, and any and all items approved by Town Council as per below.
- Will Not Be Approved:** Information from specific individuals or businesses will not be shared so as not to inundate the app.
Examples Include: Individual business sales or offers, and personal announcements.

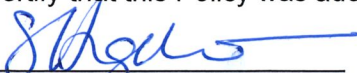
Any information sharing request that may not directly fit in one of these categories will be subject to approval from Council.

CAO Annotation for Official Policy Book

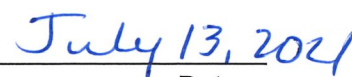
Date of Notice to Council Members of Intent To Consider (Minimum 7 Days): June 28, 2021

Date of Passage of Current Policy: July 12, 2021

I certify that this Policy was adopted by Council as indicated above.



Chief Administrative Officer



Date