Appendix II: Social Media Terms of Engagement

Communications staff are active during business hours (8 a.m. - 4:30 p.m.), but please call 311 with weekend and evening concerns. We bring you the latest updates on City of Edmonton news, events and activities.

The City of Edmonton Communication team monitors social media comments relating to the City organization and City issues for the purposes of responding to questions and informing Edmontonians, and to help our staff in the operations of services, programs or activities of the City.

The City of Edmonton strives to respond to relevant questions and comments in a timely manner, but because we cannot engage in all conversations, we reserve the right to use our judgment in selecting the messages we respond to.

Trolls and trolling comments are not permitted. The comments you leave should be constructive, helpful or insightful. Violation of these terms of engagement may result in the City of Edmonton accounts blocking access to repeat violators.

The City of Edmonton will not engage in any conversations of the following nature:

- Messages and comments that are not topically related to our services or programs
- Messages and comments that are offensive, profane, hateful, defamatory, insulting, rude, abusive, aggressive or violent
- Messages and comments that promote or perpetuate discrimination based on race, national or ethnic origin, religion, age, creed, gender, marital status, socio-economic status, physical or mental disability or sexual orientation
- Messages and comments with sexual content or links to sexual content
- Messages and comments intended for advertising or marketing purposes
- Messages and comments that contain spam
- Messages and comments that promote or encourage illegal activities
- Messages and comments that invade personal privacy

- Messages and comments with information that could compromise public safety, security or operations
- Content that violates the legal ownership interests of any other party
- Unintelligible or irrelevant messages and comments
- Messages and comments that impersonate or misrepresent someone else, including public figures, City staff or City officials
- Messages and comments that do not contribute to productive conversation, dialogue, or debate
- Messages, comments and links that promote false or misleading information

Any instance involving a direct threat to the safety of our Mayor, City Council members, City staff and or City locations is a matter of utmost concern. In such situations, it is imperative to promptly notify not only direct management but the Corporate Security team, who are trained and equipped to handle security threats and ensure the safety and well-being of all individuals and assets associated with the City of Edmonton.

The City of Edmonton is not responsible for any use of material posted by users. We reserve the right to modify this policy at any time.

These guidelines are used in conjunction with the City of Edmonton's **Social Media Standards.**