

Social Media Code of Conduct

The Town's approach to social media management and monitoring.

Last Updated August 2026

Purpose of Social Media

Social media is a place for sharing information and is not intended to be used for public engagement. Please visit [Engage.Olds.ca](https://engage.olds.ca) to provide feedback.

Operational changes cannot be implemented based on feedback from social media. For operational changes, please reach out to [Council](#) or fill out a [Report-A-Problem](#) form.

To stay informed, visit olds.ca/subscribe.

The official corporate "Town of Olds" social media channels are overseen by Communications who make a genuine effort to provide timely information and the best possible customer service to residents. This Social Media Code of Conduct was created to help keep a respectful online environment. There are real people behind screens and keyboards reading or even monitoring the Town of Olds social media accounts and everyone deserves to be treated respectfully.

Some of the social media channels overseen by the Town of Olds include Invest Olds, Olds Community, Olds Fire Department, Olds Community Connection Centre, Olds Sports and Recreation, and the main Town of Olds account.

The purpose of these channels is to provide residents with timely information regarding the community and the Town's operations.

Actionable Content

Content, comments, or links containing any of the following may receive a warning, may not be acknowledged and, may be hidden or deleted on any Town of Olds social media channels:

- Sarcastic and/or disrespectful comments;

- Comments not directly related to the particular post or article;
- Comments that are repetitive or disruptive;
- Promotion of commercial services, products or events (outside of municipal corporations, key sponsors, affiliations, supporters or business partnerships that align with the Town's economic development goals and/or community interests);
- Promotion of political candidates or controversial figures;
- Comments containing a third party's personal information;
- Information that is incorrect, misleading, or confusing.

Health and Safety

In accordance with Occupational Health and Safety Act, and in protecting Town employees from harm and harassment in the workplace, the Town does not condone the following on social media:

- Abusive, profane, derogatory, or offensive comments;
- Promotion of illegal activity;
- Slandorous, defamatory, or doxing remarks, obscene language or sexual or explicit content;
- Information that may compromise the safety or security of the public, public systems, Council, or Town employees;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.

Comments that meet any of the five criteria may be deleted and the commenter could receive a warning.

Suspension

Suspension is a temporary pause to the commenter's access to the Town's social media channel. Upon the third warning, the Town may suspend the offending user for a period of 90 days. Each future violation may result in another 90-day suspension. An indefinite suspension or banning may occur in certain circumstances.

Banning

Banning does not have a set end date. The commenter will no longer have access to the Town of Olds social media channel. Banning may occur without warning.

A banning would happen automatically under any of the following conditions:

- If serious conduct occurs.
- If it seems like a fake account or bot.
- If there is a pattern of 4+ violations that does not indicate a willingness to cooperate or participate thoughtfully with the online community.

Serious Conduct

Serious conduct is behaviour that crosses into conduct that is unlawful or creates a safety risk. Other instances include defamation, protected speech, doxing, inciting others, hate speech, impersonation, sharing confidential information, and/or extortion or blackmail. Legal action may be taken when behaviour crosses into conduct that is unlawful or creates a safety risk. Threats, violence, or criminal harassment may be reported to the RCMP and/or recorded for legal purposes.

Bots and Fake Accounts

Accounts that appear fake or a bot may be automatically banned without warning. These accounts may be identified by:

- Repeating the same phrases or captions across many posts;
- Comments often ignore the post content;
- Engages with content the second a post is live;
- Rarely answers to follow-up questions or conversations feel scripted;
- Sharing links far more than original thoughts;
- Username with random numbers or odd letter strings;
- Bio is vague and may push links or slogans, lacking personal detail;
- No real profile photo or is a stock image.

Removing a Suspension or Ban

After 3 warnings, the Town of Olds reserves the right to suspend specific users from the Town's official social media channels whose activities do not comply with the Social Media Code of Conduct.

These actions are not intended to suppress critical feedback or differing viewpoints, but to provide a safe and neutral online space for communication and public dialogue.

If a commenter would like to have their account reinstated or feels that an action was taken in error, please contact communications@olds.ca

Access to Town Information

All information published on social media is also available through other channels, most reliably, the website. See alternative forms of Town communication at www.olds.ca/subscribe.

The Town's social media accounts are not used to collect public input or feedback on initiatives, although social media may be used to promote opportunities to provide feedback.

Questions or feedback should go to Council, Report a Problem, or Engage Olds. Subscribe to stay informed on other opportunities for public participation.

Sharing 3rd Party Information

Criteria for sharing information from 3rd Party Organizers:

- Event must be reasonably local
- Shared information must come from the original poster and will not be created by staff. This is to avoid sharing incorrect or outdated information and because we're unable to respond to any inquiries.
- Event must not be related to a business sale or marketing promotion.

Response Time

- The Town's social media channels are monitored during business hours: Monday–Friday, 8:30 AM–4:30 PM. Communications staff aim to respond to all appropriate comments (deemed so as per the above lists) within 48 business hours.
- Please note that this turnaround time is impacted by staff availability and resources across the organization, especially during a crisis. There may be instances when a response may take more time. There may also be circumstances where staff determines a response is not required.