

To: Regional and Corporate Services Committee  
From: Samantha Piper, Manager of Communications

Date: 2025-04-10

Subject: Social Media Policy - Update

Reviewed by: Kelly Lownsbrough, Director of Corporate Services & CFO  
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## RECOMMENDATION

THAT the Fraser Valley Regional District Board adopt the *Social Media Policy*.

## BACKGROUND

The Fraser Valley Regional District Board adopted the current *Social Media Policy* in 2013. Although the policy has generally held up well, the landscape of social media has changed over the past dozen years. A review of existing social media policies from other local governments assisted in providing the essence of the proposed Social Media Policy update. The other local governments included City of Calgary (AB), City of Chilliwack (BC), Town of Collingwood (ON), City of Medicine Hat (AB), City of Coquitlam (BC), Regional District of Central Kootenay (BC), City of Trail (BC), City of Prince George (BC), Regional District of Okanagan-Similkameen (BC), Comox Valley Regional District (BC), City of Maple Ridge (BC), City of Pitt Meadows (BC), City of Langford (BC) and, City of Mission (BC).

## DISCUSSION

As the Fraser Valley Regional District continues to grow and mature with its use of social media, it is imperative a policy that ensures relevancy and provides clear expectations on its use will help to create a safe and respectful environment for Fraser Valley Regional District staff, Board members, and community members while aligning with best practices related to its administration, risk mitigation related to account integrity, and provide clarity on expectations.

An updated Social Media Policy will:

- » be a crucial document for the onboarding of employees and elected officials;
- » will steer the administration of Fraser Valley Regional District social media accounts; and
- » provide a concise outline for the use of Fraser Valley Regional District social media accounts by staff members, Board members, followers/participants, and FVRD contractors/volunteers.

The changes proposed in the Social Media Policy update do not impose changes to the existing structure or operational practices associated with existing FVRD social media pages.

## **COST**

There is no financial implication associated with implementing the updated Social Media Policy.

## **CONCLUSION**

Staff recommends approval of the updated Social Media Policy to support continued risk mitigation efforts and the implementation of clear expectations on the usage and best practices associated with social media.