



# Social Media Engagement Policy

Elections Alberta participates in social media to serve as a resource for electors: to provide non-partisan and accurate information about provincial elections, plebiscites, and referenda; and, to create a forum for electors to connect with other Albertans regarding election-related topics. We believe in and encourage open communication between our users and aim to inform and motivate electors to vote through this presence.

However, we also expect that the dialogue between our fans and followers be on-topic and respectful of the rights and opinions of others. As such, we reserve the right to moderate and remove any and all comments or posts made to our social media pages, as well as limit access for users who repeatedly abuse this engagement policy. All users must therefore comply with the following guidelines while participating on an Elections Alberta social media page:

- 1. Keep it clean:** Use appropriate language and etiquette. Exchanges or remarks that include offensive or inappropriate language, i.e. profanity, obscenity, or vulgarity, will not be tolerated and will be hidden or deleted when possible.
- 2. Keep it courteous:** Healthy debate is encouraged, but we ask that you keep your participation constructive and on-topic. Obscene, abusive, racist, defamatory, or threatening language or media (pictures, videos, etc.) are strictly prohibited; and, when possible, will be deleted without notice. Additionally, harassment or mocking of fellow users will not be tolerated.
- 3. Keep it private:** Please remember that Elections Alberta social media pages are public. For your own safety, please do not share any personal information about yourself or third parties, i.e. addresses, phone numbers, or email addresses. In instances when we will require personal information in order to assist you, we will contact you privately.
- 4. Keep it spam-free:** Any engagement that blatantly promotes a product or service that is unrelated to our online service will be considered spam and deleted when possible. Similarly, repeated inquiries or use of our channel's handle for messaging our followers unnecessarily may result in a ban.

While we also understand that social media is a 24/7 medium, and our moderation capabilities are not, we will work to remove all inappropriate remarks or media in a timely and efficient manner. We trust in the maturity of our community to ignore negative speech or action; and, when necessary, to act appropriately when it occurs.

Lastly, any information posted to an Elections Alberta channel is considered public and may be subject to monitoring, moderation, or disclosure to third parties.

Disclaimer: Members of the moderation team act as spokespeople on behalf of Elections Alberta; however, any other comments or opinions expressed on an Election Alberta channel are those of their respective contributors only. The views expressed on this page do not necessarily represent or reflect the views of Elections Alberta.