



## STAFF REPORT

**Title:** Social Media Public Recognition Policy

**Meeting Date:** June 28, 2022

---

### **Executive Summary:**

Administration was queried regarding the possibility of recognizing prominent individuals' birthdays through the city's official social media platforms. Given that administration rarely finds examples of "official" government social media platforms recognizing prominent individuals' birthdays, administration felt the committee should consider whether the practice should be instituted through a policy.

The practice of recognizing prominent people's birthdays, professional milestones, and memorials on social media is typically kept off of the pages run by organizations and governments, and is most typically seen on personal pages run by individual politicians and their staff, as well as those personal pages run by prominent members of an administration.

Where it is seen on social media pages is when the birthday coincides with a special event or milestone (eg. naming of a facility, recognition through an award), the person's birthday is being recognized by the community on a wider scale, or the organization has formal ties with the prominent person.

Given the challenges of creating and maintaining a consistent list of prominent people and appropriate milestones to recognize, along with the premium already placed on social media posts for advertisements, event announcements, public education campaigns and press releases, administration is recommending that the committee not recommend developing such a social media public recognition policy. The City of Cold Lake hosting birthday announcements on its social media announcement may in fact have a negative impact on its legitimacy and following that are interested in city business.

### **Background:**

Among the considerations that the committee may wish to discuss are:

- Deciding who to recognize.
  - This process can be done through council nomination, a prescribed list set by Council, or by public nomination that is ratified by council.
  - The list can be permanent (pending change by council) or created from scratch each year.



- Deciding frequency of recognition.
  - Should certain milestones be recognized or will recognition be done on an annual basis?
- Types of recognition.
  - What types of personal, professional and public milestones should be recognized through a policy?

It should also be noted that the City of Cold Lake maintains the Mayor's Special Award and the Cold Lake Hall of Fame as programs for individual recognition, both of which allow the public to nominate individuals for recognition.

Overall, administration is not recommending to load the City's social media pages with persons birthdays, professional milestones, and memorials.

A different forum should be considered, for example, local radio stations and publishers used or still recognize birthdays, sometimes with a for service. The community can develop a social media pages for community birthdays that is open to all without the City of Cold Lake having to host.

**Alternatives:**

- The committee may direct administration to prepare a draft Social Media Public Recognition Policy for further consideration.
- The committee may accept this report as information.

**Recommended Action:**

Administration recommends that the Corporate Priorities Committee accept this report as information.

**Budget Implications (Yes or No):**

No

**Submitted by:**

Kevin Nagoya, Chief Administrative Officer