

## 4.3 SOCIAL MEDIA MANAGEMENT

### INTENT:

**To maintain LICA’s brand identity consistently across social media channels, prevent a security breach, prevent a public relations crisis, act quickly if a breach or crisis does happen, and provide a criterion for how staff should manage LICA’s online presence.**

### 4.3.1 DIRECTIVES:

**4.3.1.1** The Education & Outreach team is responsible for maintaining all online social media accounts according to the Social Media Guide.

**4.3.1.2** All posts have a positive tone and reflect the Vision, Mission, and Values of LICA.

**4.3.1.3** The Education & Outreach team provides social media training for employees.

### 4.3.2 IMPLEMENTATION:

#### 4.3.2.1 Posting and Engagement

- Ensure the validity to any claims from external or linked sources before sharing
- Posts should be evenly distributed and related to LICA’s affiliation with Synergy Alberta, the Watershed Planning and Advisory Council, and the Alberta Airshed Council
- Visuals should align with LICA’s Style Guide document unless it is for a special event or collaboration with another account
- Like and/or comment on all LICA posts that were shared by other pages or people
- Like and/or comment on all posts LICA is tagged in

#### 4.3.2.2 Customer Service

- Respond to any inquiries or messages sent through social media
- Contact and register participants when hosting an event that was shared online

Review Dates: February 5, 2020

Approval Dates: March 12, 2020

---

**4.3.2.3 Strategy and Planning**

- Use social media planning calendars to schedule and visualize social feeds
- Have posts scheduled at the optimal times on each weekday
- Highlight any special calendar days that align with LICA values and create a correlating post
- Posting frequency on Facebook should not drop below two per week during the summer and should remain at one post per weekday during busy seasons
- There should be at least one post per week on Instagram
- For posting multiple photos or videos, use Facebook's scheduled posts feature and write a note on the planning calendar to ensure redundant posting does not occur

**4.3.2.4 Advertising**

- Ensure ads have minimal text, proper dimensions, align within the parameters provided by the various social media companies, and LICA's style and social media guides
- Ensure all paid advertising remains within the approved budget

**4.3.2.5 Security and Passwords**

- The Education & Outreach team and Executive Director should be the only employees with access to posting on LICA's social media accounts
- Annually review and update the privacy policies on each social media account
- Annually update passwords and the passwords document in the shared drive

**4.3.2.6 Approvals (legal, financial, or otherwise)**

- Posted imagery, graphics, and video must follow proper copyright laws and use conditions
- Any social media campaign projecting to use 25% or more of the advertising budget should be approved by the Executive Director

**4.3.2.7 Monitoring and Listening**

- If an unexpected or off-brand post shows up on LICA's social media, cross reference it with the social media scheduling calendar to see if it was planned before identifying it as requiring a Crisis Response (4.3.2.8)
- Monitor all social channels for unscheduled or random posts, which may indicate a security breach
- Watch for imposter accounts, inappropriate mentions, and negative conversations about LICA as a Crisis Response may be required
- Annually gauge which topics LICA's followers are interested in and adjust social post planning appropriately
- Be attentive to topics that are sensitive to LICA's audience

Review Dates: February 5, 2020

Approval Dates: March 12, 2020

---

**4.3.2.8 Crisis Response**

- A social media crisis is when a publicly viewed post on LICA’s account violates the Social Media Policy, Confidentiality Policy, or anything contrary to the law. It can also include a major negative change in the online conversation about LICA as an organization
- Once a post is identified as the cause of a crisis, the following general procedure will be followed:
  - Pause all scheduled posts to ensure they are not published until the crisis has subsided
  - Remove or delete the post in question
  - Identify the source or publisher of the post
  - If the post is from an external source, report it to the social media platform
  - If the post is a result of a security breach, change all passwords and minimize internal access to social profiles
- Have the Education & Outreach team and Executive Director formulate a timely public response to temporarily remediate a negative public image
- Respond to public responses in an apologetic tone to alleviate long term brand disparagement and ensure the public that actions will be taken to resolve any damage or harm caused
- Once the Executive Director has approved that the crisis has been resolved, regular scheduled posting can resume
- Following all social media crises, the Board will be informed of the situation including the post, procedure, resolution, and any other ramifications due to the event
- If the crisis was caused by a LICA employee or Board Member, refer to Policy 3.10 *Disciplinary Procedures* and assess the severity of consequences

**4.3.2.9 Social Media Training for other Employees**

- New Education & Outreach employees will:
  - Become familiar with the Social Media Management Policy, Social Media Guide, and Style Guide
  - Receive training on programs required to maintain LICA’s social media profiles
- Best practices for employee’s personal social media activity include:
  - When posting from a personal account and referencing LICA, ensure it is consistent with LICA’s branding
  - Do not respond to any negative reviews or comments about LICA with a personal account

Review Dates: February 5, 2020

Approval Dates: March 12, 2020

---