

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 Coordinator is responsible for managing all online social media accounts with direction for assistance provided to all staff, 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 Coordinator provides social media training for employees.

4.3.2 IMPLEMENTATION:

4.3.2.1 Posting and Engagement

- Ensure the validity of 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; February 8, 2023;

Approval Dates: March 12, 2020; February 23, 2023

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 with 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

- Authorized staff should be the only employees and contractors with access to posting on LICA's social media accounts.
- Annually review and update the privacy policies on each social media account.
- Periodically review passwords, administrators, 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.

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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 Coordinator 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, regularly 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.

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