Secord Community League - Social Media Operational Guidelines

Social Media Accounts:
1. SCL operates <u>one</u> official Facebook and Twitter page.
   a. **Facebook:** Facebook is the main social media used by the SCL. The SCL Facebook page is https://www.facebook.com/secordcommunityleague/
   b. **Twitter:** All posts made on Facebook are automatically shared on Twitter. The SCL Twitter page is https://twitter.com/secordcommunity
2. The social media accounts shall not be deleted or significantly altered without a vote at a general board meeting.
3. No additional accounts can be made without a discussion and vote at a general board meeting.
   a. Board members, sub-committees and residents are advised not to create new Secord Community-related pages, without prior discussions with the SCL.

Purpose of Social Media:
1. To keep residents and members of Secord Community League informed of community league events, membership benefits, league projects and developments, meetings, etc.

Scope of Use:
1. Social media platform posts are to be used to post the following types of items/events:
   a. Inform residents of upcoming/ongoing SCL meetings, events, programs, activities, fundraisers, infrastructure project updates, needs assessment surveys, etc.
   b. Inform residents of benefits of membership, how to obtain or renew.
   c. Inform residents of opening and closures of SCL programs and activities (e.g. seasonal ice rink, Green Shack, playground, parks, etc.).
   d. Inform residents of City of Edmonton infrastructure updates pertinent to West Edmonton communities (eg. Recreation Centre progress, LRT progress, roadway upgrades). These types of posts are generally the responsibility of the Civics Director.
   e. Inform residents of free events/opportunities in the neighbouring communities (public events only, not events for members of those communities):
      i. Lewis Estates and Rosenthal - Community League events only;

ii.   Other Edmonton Communities - upon approval from President only. These should be limited to West Edmonton community league events.

f. Share information related to the Neighbourhood Watch Program, Playground committee, and other sub-committees.

g. Share posts from Ward 1 City Councillor or other Council members social accounts, if they are directly applicable to the Secord Community.

h. Assist Secord residents (e.g. finding lost belongings or pets, advertise thefts and safety concerns), in order to reach a larger public base. These types of posts should be limited, and should only be done if we were approached by a resident in need.

i. Private advertisement on our SCL Page is only allowed if there has been an agreement made with such party (e.g. donation to community league). These advertisements should be community-specific and provide special offers for our residents. All advertisement posts made by the SCL shall be specifically identified as such.

j. For other posts, or if unsure if the post is adequate, obtain approval from the President.

2. The number of posts shall be limited to 2 per day, unless more posts are justifiable (e.g. ongoing community event, major event).

3. Post and comments made by the SCL shall be written professionally (i.e. proper grammar, spelling, and ponctuation), be concise and represent the values of the SCL.

4. When possible, posts should be shared, and not copy-pasted as our own. Shared posts shall be accompanied by a short introduction.

5. SCL Facebook "Likes" shall be used sparingly, and only if the post that is "liked" meets the above criteria.

Restrictions: SCL social media platforms **will not** be used for the following items:

1. Promoting private events organized by private organizations (unless otherwise explained above).

2. Local buy and sell.

3. Promoting events in other communities, unless allowed as explained above.

4. SCL is a non-partisan organization - SCL will not endorse any political party or political candidate. This includes Municipal, Provincial, and Federal.

a. Posts from active politicians can be shared, as long as they meet these guidelines, and are non-partisan.

5. Promoting other City of Edmonton events, unless they are directly related to the Secord Community.

Public Posts:

1. Public posts to the SCL Facebook Page are not automatically posted to the general public. They must first be shared by the SCL to become public. However, their Facebook friends may still see the post, like it and comment.
2. Public posts shall only be shared to the SCL Page if it meets the above requirements.

Operators:

3. SCL social media accounts are primarily operated by the Director of Communications but **all board members have the ability to post.**
4. The President has Administrative Control of the social media account and what role each Directors have on the Page.
5. Communications related to a sub-committee will be managed by the sub-committee chair or SCL President. This include page posts, responding to comments, and responding to private messages.
6. It is the responsibility of the Director of Communications to ensure public posts, comments and/or private messages are responded promptly (within 1-3 days). If he/she cannot answer, he/she should inform a board member capable of answering the question.
7. If the President (i.e. lead social media administrator) is unavailable (e.g. vacation, illness), they must appoint another Director to take simple social media related decisions. If another Director is not appointed, the next Director with the most responsibility on the social media account shall be deemed as the appointed Director. Major decisions shall be deferred until the President and/or Vice-President are back, or discussed at the next general meeting.
8. The Directors shall be careful to Post, Like and/or Comment as the Community League.

Removal of Posts / Comments:

9. The President and Vice President have the ability to delete <u>any</u> posts that do not adhere to these guidelines.
10. All other SCL directors can only delete posts and comments upon approval from the President or Vice-President, unless they are offensive, abusive, etc. Disagreements are not considered offensive and should not be deleted, without approval from all parties involved in the disagreement/discussion.
11. Prior to deleting posts, comments or messages that are considered offensive or abusive, the person shall take a picture of the information to be deleted, and send/discuss with the President.

Deactivation of Comments:
1. Comments on a specific post may be deactivated (but not deleted) by anyone until a resolution has passed. Deactivated comments, and the reasons for the deactivation, must immediately be conveyed to the President.

Conflicts with Residents / Other Board Members:
2. In case of conflict between the SCL and Page users (e.g. residents), or between different users within the SCL Page, the issues should be brought immediately to the attention of the President prior to responding or taking actions. Deleting information in the social media account shall follow the rules listed above.
3. Facebook users may only be banned from using the social media account upon approval from the President, or through vote at general board meeting.

Consequences of Non-Compliance with Guidelines:
1. Failure of any board member to comply with the above guidelines shall be brought to the attention of that board member. Any conflicts shall be resolved in discussion with the President and/or Vice-President.
2. Failure of any board member to comply with the above guidelines may have their privileges on the platforms immediately revoked by the President or Vice-President, removal from a director level position or termination from the board.

Revisions to Guidelines
1. Any revisions to these guidelines shall be brought to the attention of the Communications Director and the President.
2. Changes to these guidelines can be brought forward by any of the board members, and must be approved by vote during a general board meeting.