

# CATFISH CREEK CONSERVATION AUTHORITY

## CORPORATE SOCIAL MEDIA POLICY

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### INTENT

The Catfish Creek Conservation Authority (CCCA), with the support of its many partners, landowners, residents, and volunteers, successfully builds an appreciation of nature and creates a healthier watershed. This document provides all CCCA employees with guidelines regarding the appropriate use social media accounts, including Facebook, Twitter, Instagram, LinkedIn and YouTube (this list is not exhaustive).

### GUIDELINES

- Employees may not disclose confidential or proprietary information on any of the CCCA's social media pages. The disclosure of confidential or proprietary information without prior authorization may result in immediate discipline.
- CCCA employees will be held responsible for what they write or post on any of the CCCA's social media pages. Inflammatory comments, disparaging remarks, and negative/inappropriate language or posts are not permitted.
- CCCA employees are directed not to engage in discussions regarding competitors' products, legal issues in which the company is involved, or government issues related to the company and our industry without prior approval from management.
- Employees are required to respect copyrights and never post text, images, or videos created by someone else without proper attribution and/or authorization. If employees have questions about copyright law and/or the usage of certain media, they must refrain from using the item(s) in question until clarification can be ascertained by the applicable authority.
- Social media is not a substitute for inter-company communications. Important information should be transmitted within normal company communication channels (i.e. the company's email platform), and not through social media outlets.
- Social media is not a substitute for customer service. Employees are required to refer customers to the applicable department instead of handling inquiries entirely through social media.
- If a CCCA staff member discovers any group(s) that users have formed to discuss the company, its products, or services, employees are requested to bring them to the attention of management.
- Employees are required to relay important urgent or questionable issues to management as soon as possible.
- Employees should always carefully consider what to post in response to an argumentative or accusatory post. If employees have any questions regarding

how to respond to a particular post, employees should discuss the issue with management before posting.

- Consent is required before posting any photographs of employees in the company on any of the CCCA's social media platforms.

## **ENGAGEMENT**

- The CCCA's dedicated Social Media Coordinators will be the Community Outreach Technician and/or the Program Support Assistant.
- The CCCA's Social Media Coordinators will:
  - Monitor all channels in real-time to quickly respond to what is important
  - Have prepared responses for CCCA content and monitor/update these responses as required
  - Address points of substance (whether praise or criticism) with a considered response. Avoid platitudes while steering the conversation toward the priorities and objectives of the original post.
  - Show personality while still being substantial and respectful (i.e., show humour when appropriate and be profound regarding deeper thoughts). Embrace the tone and intention of the incoming content but be true to the CCCA and its response.
  - Engage with other social media presences, as the engagement you earn is a major measure of social media effectiveness.
  - Defuse controversy on CCCA content. Some responses will be negative. Avoid the impression of trying to escalate an exchange. Ask that a negative interaction be moved "offline".
  - Do not use a generic response to reply to every comment. Edit the standard response to personalize the message, except for a post directing posters to communicate through direct contact (i.e., phone the office or e-mail a specific department).
  - Ignore negative comments if the comment is sufficiently outrageous to discredit itself.
  - The deletion of the following types of comments are permissible: those containing profanity, racial or sexist context, threats, commercial solicitation, erroneous/libelous context, spam, off-topic, derogatory, and/or harassment of the CCCA, its staff, and/or it's followers.
  - Report any credible threats to the respective social platform moderators.
  - Respond to positive comments with a personal message (i.e., "like" the comment, thank them for their kind words, etc.)