Operations Manual

Governed By: Marketing/Communications	**Effective Date:** 04/04/2013
Procedure: #15 - Social Media Guidelines and Strategies	**Updated Last:** 04/04/2013
Purpose: To ensure high quality social media engagement across agency social media properties	
Refer to Policy #:	

Summary:

The Marketing and Communications Department is responsible for oversight of all CEO social media accounts, including the existing Facebook, Twitter, LinkedIn and YouTube accounts. To include any information or upcoming events through these platforms, please contact the Marketing and Communications Specialist.

Certain programs or divisions may prefer to have a social media account designated solely to that program or division. Those accounts, and the employees chosen to administer the page, must be approved by the President/CEO. Approved accounts must be set up by the Marketing and Communications Department, and both the Marketing and Communications Specialist and the Director of Planning and Evaluation should have administrative rights at all times for agency safety purposes, in addition to program/division administrator rights.

The following are guidelines for social media use, which are to be enforced by the Marketing and Communications Department. Please refer to the Social Media Policy in the CEO employee handbook for more information on the rules and regulations surrounding general social media use.

- Since you are speaking on behalf of the organization, always aim to be courteous, professional, and helpful.
- Always proofread your messages before posting. Check for spelling errors and punctuation.
- Respect everyone's opinions, even if you do not agree with them yourself. Avoid being confrontational.
- Remove spam and/or inflammatory comments left on company social media pages.
- Avoid taking a stance on controversial issues. Your voice is an extension of the CEO organization, and any statements you make are considered made "on behalf of CEO."
- If you have a question about how to approach a delicate situation, please contact the Director of Communications for guidance on how to proceed.
- Avoid uploading photos that contain sensitive information or inappropriate imagery. Before using any photos of non-employees, be sure to check that all parties under the age of 18 have signed media consents on file.

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Design Guidelines

For consistency, all social media profiles (Facebook Pages and Twitter profiles) should adhere to the following design principles:

- **Profile photos** must include the program logo (if applicable), which should be integrated with the CEO logo (unless prohibited by law/funding sources). If you currently do not have a version that follows these guidelines, please request a logo design from the Marketing and Communications department, following the procedures for a marketing request. The logo should be large enough that it can be seen in a standard newsfeed (thumbnail). Profile photos should be rotated at least every six months to maintain "freshness," with different customers and graphics being highlighted each time.

- **Header/Cover Photos** must be representative of the program's focus. Header and cover photos should be professional, and ideally would feature images of our locations or the people we serve. The goal is to give visitors a positive first impression, and to try to educate visitors on what each program provides, at first glance. If you would like a custom designed cover photo, the Marketing and Communications Department can work with you to create one, with an expected turnaround time of two weeks. Header/Cover photos should be rotated at least every six months to maintain "freshness," with different customers and graphics being highlighted each time.

Example:

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Content Guidelines

The content you share and the messaging behind it is crucial. You want to engage your audience and connect on an emotional level, but you should be consciously aware of how you are presenting the CEO brand. Do not share anything on social media that you would not be comfortable sharing with your supervisor, and always be mindful of how the general public might react to each post.

Some basic guidelines to keep in mind:

- Please do not post/share memes. While they are very popular on social media, and tend to receive a lot of "likes" and engagement, they are not appropriate for company pages.
- Please keep all posts program/service-related. The following are a list of goals that each page should aim to accomplish:
  - Educate the public about what each program does
  - Share the triumphs of each program, as related to offering a high level of quality service to our community
  - Share valuable resources for visitors, from reputable sources
  - Engage current clients, potential clients, and community partners in discussion surrounding the needs of the community

Engagement Strategies

Below are some tips on how to make your page as engaging as possible for visitors while maintaining a professional tone:

- **Photos and graphics are the most popular content to receive positive feedback.** So much so that Facebook is introducing a photos-only feed option to compete with the ever-popular Instagram and Pinterest. Because of this, you should aim to post photos on a regular basis. Just be sure that your customers are comfortable with having their photo taken, and that we have media consent forms on file for each customer photographed. The Media Consent Form can be found on the intranet, in Communications section of the Forms Library. Also, please try to post a variety of demographics (age, nationality, gender) to present an accurate picture of our target population.
- **It's important to post regularly and often in order to maintain your readership.** This tends to be the biggest struggle in managing company profiles – there is so much other work to do, how do you find time post regularly? The goal is to schedule time to make sure that it happens. The average Facebook post shouldn't take longer than 10-15 minutes to put

together – consider scheduling it at a regular time that you know tends to be less-busy. Try to post at least twice a week.

- **Share valuable resources.** Did you see an interesting article in the NY Times on how breastfeeding improves cognitive function in babies? **Share it!** Find the article online and link to it from your profile. Is there a tool online that can help busy parents make better decisions about where they take their children out to dinner when they don't have time to cook? Link to it! Your goal is to make your page the place where your readers can learn and add value to their lives. *Just be sure to only share resources that come from credible, respected sources.*
- **Share what other organizations are doing.** The more you create partnerships online, the more followers you can acquire. If there are community partners with Facebook pages, tag them in posts when it's relevant. Congratulate them on their achievements and promote their events too. Hopefully, you will be able to capture the interest of their audience, and vice-versa.

In the end, social media engagement boils down to one thing: offering VALUE. Be professional, share resources, and most of all, have fun!

Program or Site: (program name)	**Effective Date:** (mm/dd/yyyy)
Procedure: (procedure name)	**Updated Last:** (mm/dd/yyyy)
Purpose: (what is the purpose of this procedure?)	

Summary: