



Social Media Guidelines

ABC Life Literacy Canada (ABC) is actively involved in social media as a way to engage and interact with its internal and external stakeholders, sponsors, donors and community-at-large. We strongly believe that social media is a key communication vehicle to help increase awareness and understanding of the life literacy cause. ABC's overall social media strategy and channels are internally managed by the Communications Department.

For the purposes of these guidelines, social media means any facility for online publication and commentary, including, but not limited to, blogs, wiki's and social networking sites such as Facebook, Twitter, LinkedIn, YouTube and Flickr.

ABC encourages staff, volunteers, interns, board members and committee members to engage in social media and participate in literacy-related conversations on both ABC's social media channels as well as on other online platforms. Personal use of social media is acceptable and ABC encourages staff to share information about ABC's activities and the literacy cause with their online followers.

When using social media, here are a few helpful tips and suggestions:

Be responsible. What you post online is ultimately your responsibility, and once that information is online, it is public and anybody with an Internet connection can access your information. Remember that anything you post may be public for an indefinite period of time, even if you attempt to modify or delete. Be aware of privacy settings, as they may not be as secure as you think.

Represent the organization well. Familiarize yourself with key messages and post meaningful information that can bring value to the ABC brand. The best way to get information read is to write things that people will value. It should be thought provoking and build a sense of community. Share literacy tips and articles or start a discussion on an interesting topic. Do not spam on behalf of ABC. Remember that even when using social media for personal use, you are still a representative of ABC. Keep the organization's values and culture in mind.

Be respectful. Always be respectful to people within the social space and respect the dignity and privacy of colleagues and stakeholders. Do not harass, intimidate, abuse or threaten anyone online and do not post any controversial, illegal or offensive content. If you are participating in a friendly debate, always be respectful and keep your comments appropriate and polite.

Share the love. Social media provides an opportunity to share interesting information and build relationships with stakeholders. Increasing awareness of the literacy cause is the ultimate goal for all literacy organizations alike, so work together with them to help achieve that goal. Re-tweet other literacy organizations' tweets or share links from them that may be useful to your audience. We are all trying to achieve the same goal so don't try to compete with other literacy organizations.

Be transparent. When speaking on behalf of ABC or on topics related to ABC, ensure that you state who you are and your connection to ABC. Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you have a vested interest in something you are discussing, be the first to point it out. It is never acceptable to use aliases or otherwise deceive people.

It's a conversation. Talk to your readers like you would talk to real people in professional situations. Don't be afraid to bring in your own personality and say what's on your mind. Avoid corporate speak. Consider content that's open-ended and invites response. Encourage comments and engage individuals in a two-way conversation about interesting topics.

Social media is not an opportunity to blast messages solely about the organization or its activities. Content should be valuable to your audience. Just because someone follows you doesn't mean they want to be overwhelmed with corporate messages.

Consider your audience. Be aware that any time you post on a social media channel, the end user could be a current or potential donor or sponsor, supplier, stakeholder, employee or board member, or former employee or board member. Think about how the information will affect those people.

Do not share confidential information. Understand that certain documents and information are for internal use only and should not be shared online. Never share proprietary information or personal information of employees, board and committee members, stakeholders, donors or sponsors. See our privacy statement at www.abclifelifiteracy.ca/privacy-statement

Seek permission before mentioning donors and sponsors. Seek permission from donors and sponsors before disclosing any information regarding donations and/or sponsorships.

Post accurate information. Never knowingly post information that is false or inaccurate, or on a topic that you are unsure of. If you are unsure of a topic, ask someone who is familiar with it.

When in doubt, do not post. If you are unsure whether or not you should post a piece of information, don't. If you wouldn't share the information with your boss, you should not share it online.

Use your time wisely. Be aware of the amount of time you spend on social media during work hours and how it is affecting your other work.

Know where to turn for help. If you are unsure about posting information, seek permission or counsel from the ABC communications department.

Get help with mistakes. If you make a mistake (i.e. post an inaccurate comment), inform the communications department immediately before removing any posts or revising the information. Mistakes should be acknowledged quickly, even if it's during afterhours.

Flag negative situations. If you come across a negative or controversial situation regarding ABC online, contact the communications department immediately. Do not attempt to handle the situation yourself and never address the issue without the input of an ABC communications department member.

Avoid spammers. Any spammers who are followers of ABC's social media channels should be deleted immediately. Any posts by spammers should be deleted immediately.

Always be learning. The social media space is fast-moving and ever-evolving. Read more than you write. Ask questions. Link to others and always build relationships.

Tips

Here are a few tips and suggestions on how to maximize social media use for ABC and the literacy cause:

Be:

- Human
- Interesting
- Helpful
- Conversational
- Newsworthy

On Twitter, do:

- Re-tweet others and thank people for re-tweeting you
- Use Hashtags in your tweets
- Be active - update daily or a few times a week
- Follow those who follow you
- Engage in conversation

- Encourage sharing
- Post useful content
- Support other literacy groups

On Facebook, do:

- Be active - update daily or a few times a week
- Engage in conversation - reply to comments or start discussions
- “Like” other Facebook pages
- Encourage sharing
- Post useful content
- Support other literacy groups

Don't:

- Blast corporate messages
- Talk only about yourself / ABC
- Over-populate your channels with content
- Post irrelevant or inappropriate content

Connect with us



www.Facebook.com/ABCLifeLiteracyCanada



www.Twitter.com/Life_Literacy



www.youtube.com/user/abccanadavideo



www.linkedin.com/groups?home=&gid=2805444&goback=.hom&trk=NUS_U NIU_SHARE-grpName

Thank you for supporting the literacy cause.