



SOCIAL MEDIA GUIDELINES

MANDATE

The Bow River Basin Council (BRBC) is a network of organizations and individuals that share a common vision of the Bow River Basin managed for long-term sustainability and health. The BRBC recognizes that communication among and with its members, government decision makers and the public is an important activity.

The aim of having a social media presence for the BRBC is to expand marketing of the organization (events, publications, updates, etc.) to a wider audience, and to target a new demographic. These guidelines are intended to provide scope and direction to the social media presence of the BRBC, as well as to outline how the accounts will be managed.

AUDIENCE

The BRBC currently has accounts on the following social media platforms:

1. Twitter
2. Facebook
3. LinkedIn
4. Instagram

Other potential future platforms:

- Youtube (account exists, but not utilized)
- Snapchat
- Others, yet unidentified

Using the above platforms, the expected audience is as follows

- BRBC members – 2, 3
- Engaged public – 1, 2, 3, 4
- General public – 1, 2, 4
- Academic community – 1, 3
- Government decision makers – 1
- Basin media – 1, 2

To manage cross-platform posting, Hootsuite is currently being utilized. This program allows for automatic scheduling of posts to Facebook and Twitter but is limited in capacity with regards to other platforms. Other cross-platform posting options, such as Buffer and Sprout may want to be investigated.

PUBLICATION SCHEDULE

Social media requires consistent post scheduling to retain engagement of followers. A suggested minimum posting frequency is provided below:

Twitter	no less than twice weekly
Facebook	no less than weekly
LinkedIn	no less than semi-monthly (2 times per month)
Others	TBD

Much of this schedule can be met by collaborating with the weekly newsletter to obtain relevant information. Cross-posting from the weekly digest to social media is a good base for content sharing, however it is encouraged to supplement with other articles, info, and events, where possible; this will require attentiveness to relevant topics and subjects on social media.

CONTENT MANAGEMENT

Though the schedule above outlines the outward posting schedule, interaction from social media users is expected and encouraged. Managing of content posted, shared, and addressed to the BRBC should be transparent and require limited moderation, there may be instances where it is required. The following guidelines can be used to moderate material:

1. Do not remove content just because it is biased or not necessarily favorable to the BRBC, unless it is defamatory, obscene, or otherwise offensive, in which case it should be removed
2. Monitor on a frequent basis - the social media sphere thrives on live interaction
 - a. Ideally, responses will be provided to open-ended comments, or direct questions, within 1 week where possible.
3. Where organizational and/or stance questions are posed, they should be directed to the BRBC staff to ensure accuracy in a response.
4. Where questions are posed that are note related to BRBC stance or organizational structure, the content manager should use their best judgement in answering or reach out to subject matter expert within the BRBC to obtain the correct answer.

Similar to other BRBC communications, the social media accounts should focus on the activities of the BRBC Board of Directors, committees, watershed stewardship groups and member organizations, in addition to:

- Emerging news stories within the watershed
- Activities of provincial government bodies and organizations related to water management in Alberta.
- Notices of coming events or employment opportunities of interest to its members
- Photographs from around the basin.
- National water management news

- International water management news

Though the social media manager is free to acquire and share content, they should be confident in the quality, source, and biases of it prior to sharing. Social media allows for easy discussion of contentious issues, however, any content shared by the BRBC should be either a) reflective of the stance of the BRBC, or b) objective reporting.

Suggested content sources include:

- Major news outlets (CBC, CTV, Global, APTN)
- Water-specific organizations (Water Canada, CWRA, etc)
- Academic journals/organizations (peer-reviewed, and professional organizations)
- Government publications/news releases
- Government and NGO technical reports.

OTHER GUIDELINES AND DETAILS

General guidelines

1. Use the BRBC's Code of Conduct as a reference for all social media content
2. Maintain an unbiased voice, and avoid posting controversial material
3. Exercise good judgment (when in doubt, don't post!)
4. Respect copyright, trademarks and other intellectual property (don't copy other people's writings, logos or any other property without the owner's permission)
5. Don't use BRBC logos or trademarks for your personal activities
6. Respect confidentiality and privacy (don't disclose confidential information about an organization, including the BRBC, or an individual without consent)
7. No lobbying

Account management

Mike Murray, or other BRBC staff will hold the passwords to the accounts and share to volunteers, as required. The Stakeholder Engagement Committee (SEC) will be responsible for maintaining a reasonable list of volunteers to manage the accounts.

Reporting

Social media statistics should be reported quarterly to the SEC and staff.

SOCIAL MEDIA CAMPAIGNS

For regularly scheduled content, the following list of hashtags may be used, as appropriate:

- #abwater
- #BowRiver
- #BRBC
- Others, as required

Social media may be leveraged to gain additional engagement and feedback, as required by the BRBC and committees. This may include campaigns such as world water day, a photo contest,

and donation soliciting. When a this is desired, the proponent committee, should bring forward a proposal that clearly identifies the following things:

- Primary Goal
- Secondary Goal (if applicable)
- What engagement is being asked of followers
- Timelines
- Required frequency of posting and on what platforms
- What performance metrics will be used.

Any campaign proposal will be reviewed by the SEC to ensure it fits the above guidelines.

Reviewed by the Stakeholder Engagement Committee: March 2019

Approved by the Governance Committee: _____