

GRAND RIVER CHAPTER

Policy:	D.5
Draft:	December 2017
Approved:	
Revised:	

Website/Social Media Committee

Mandate: The committee has a mandate to promote the Grand River Chapter through its website and social media accounts.

Responsibilities include:

1. Responsible for all Social Media set up and maintenance including content (Facebook, Twitter)
2. Marketing, Digital and Press Releases
3. Website Content and updates

Reporting:

Committee is accountable to the CCI-GRC Board of Directors

Policy Objective: To clearly define the purpose of the Grand River Chapter of the Canadian Condominium Institute (“CCI-GRC”) in utilizing social media and to establish guidelines surrounding such use.

Overview: CCI-GRC recognizes the prevalence of a variety of social media platforms and the potential opportunity that social media has to advance the objectives of the organization, yet also recognizes the need for clearly established guidelines in respect of the use of social media to ensure that the organization’s use thereof aligns with such objectives and best equips CCI-GRC to reach its goals.

Goals: CCI-GRC uses social media platforms for the purpose of advancing its objectives of providing education, information and access to expertise by and for its members and also to increase awareness of the existence of the organization to potential members. The primary focus of CCI-GRC’s social media presence surrounds the enhancement of the benefits of membership through the delivery of information, updates in respect of government relations and educational resources via electronic platforms and to allow potential members making use of social media to better understand the initiatives of the organization.

Measures of Success: The measure of the success of social media initiatives of CCI-GRC

may not always be quantifiable; however, statistics kept by various platforms in respect of “likes”, “follows”, “connections”, “click-through”, etcetera can be used to gauge progress and should be reviewed intermittently as part of an initiative assessment.

Dedication to Consistency: CCI-GRC must be committed to regular activity on all social media platforms in which it holds an account. To this end, the contribution of multiple members of the organization to its various social media initiatives is encouraged, subject to the content guidelines set out herein.

Liability Management: To best protect CCI-GRC from liability concerns surrounding its use of social media, including, but not limited to concerns surrounding the posting of inappropriate content which may directly or indirectly connect to or otherwise reflect upon the organization and platforms being used for cyber-bullying, CCI-GRC is committed to establishing clear content guidelines for each of its social media accounts which must be adhered to by all contributing to CCI-GRC’s social media presence, in any capacity. Wherever possible, CCI-GRC shall post standard disclaimers of liability and terms of use for ease of access to all users of its social media accounts. CCI-GRC will also include disclaimers in all social media platforms – Facebook, Twitter and Linked In – that the opinions expressed of members or the general public are not those of the CCI executive.

Content Approval: All content posted by or on behalf of CCI-GRC must be approved in advance by one of the chairs of the Social Media Committee, the CCI-GRC administrator or be posted at the direction of the Social Media Committee or administrator. The intention is for CCI-GRC to at no time post content on any social media platform which has not been approved in advance. Limited exceptions apply only when specifically approved by a Content Authorizer for planned initiatives (i.e. a live question and answer opportunity on-line or delegated authority to someone covering an event) or participation in a forum hosted by CCI-GRC.

Content Intention: The purpose of all content posted by or on behalf of CCI-GRC in respect of any of its social media accounts is to support the organization and its initiatives. At no time are any accounts of CCI-GRC to be utilized to:

- I. Specifically and solely endorse, promote, advertise or affiliate with the business endeavours of other individuals or organizations, whether affiliated with CCI-GRC or otherwise, unless authorized by the Board of Directors of CCI-GRC;
- II. Violate the Advertising Policy of CCI-GRC or any portion thereof; or
- III. Express opinions or views on behalf of CCI-GRC other than any which have been previously publicized in writing by CCI-GRC.

The social media accounts of CCI-GRC are only to be utilized for the following purposes:

- I. To draw attention to upcoming CCI-GRC courses, seminars, conferences, publications and events, including to provide information pertaining to and encouraging registration and participation thereat and to report on the success of such endeavours;
- II. To circulate condominium industry news in a non-partisan manner and to engage condominium stakeholders by soliciting their views and feedback in respect of same;
- III. To draw attention to various news and notes surrounding the initiatives of CCI-GRC, including the emergence of new members, volunteers and staff; the receipt of various awards, distinctions and accolades, announcements and press releases by CCI-GRC; and contests (i.e. Condo of the Year) hosted by the organization;
- IV. To encourage new members to join CCI-GRC and to provide prospective new members with information surrounding the initiatives of the organization, the benefits of membership and how to become a member;
- V. To direct users to the website of CCI-GRC and the articles posted in current and

archived issues of The Condo News; and

VI. To support initiatives as established from time to time to assist CCI-GRC in maintaining its image of being the “condo connection” to various groups and interests in the greater condominium community.

Content Support: To support the initiatives of CCI-GRC on social media, the Social Media Committee will actively seek volunteer contributions from individuals who can gather recent articles or provide information on-line of interest to CCI-GRC’s membership. At no time are such contributions intended to be self-promoting, and at no time will such self-promoting postings be tolerated. To safeguard CCI-GRC against abuse of this intention, a standard disclaimer will be developed and posted where possible that makes it clear that the views expressed by others are not those of CCI-GRC.

PLATFORMS AND CONTENT MANAGEMENT

1. FACEBOOK

Purpose: To share condominium industry and chapter news with condominium residents, owners and others via the Facebook social media platform and to draw attention to the existence of CCI-GRC and its initiatives.

Content focus: CCI-GRC’s Facebook presence is intended at this time to take the form of one-way communication only, where CCI-GRC posts various news and updates in a similar manner as it does via e-mail, to extend the chapter’s presence and reach a broader audience for the purpose of expanding awareness of CCI-GRC’s existence and initiatives.

Content parameters: All content posted on CCI-GRC’s Facebook page is to be pre-approved and planned in advance. The intention is to at no time present a position of CCI-GRC or express an opinion of the chapter which has not previously been expressed (i.e. in a press release or in an article being shared through this platform). CCI-GRC may consider posting pictures of various events, awards, initiatives, etcetera to extend its Facebook presence; however, as with other content, all such postings are to be preapproved and have appropriate permissions from any applicable individuals or organizations within them.

Goals: To expand the prominence of CCI-GRC on Facebook, as measured by active use and total quantity of likes.

Strategies to Reach Goals: Consistent activity on the CCI-GRC Facebook page.

2. LINKED IN – Company Page

Purpose: To share condominium industry and chapter news with condominium industry professionals and others via the Linked In social media platform and to draw attention to the existence of CCI-GRC and its initiatives.

Content focus: The company page presence of CCI-GRC on Linked In is similar to that of CCI-GRC’s Facebook presence. One-way communication circulating news and updates in a similar manner as CCI-GRC circulates such via e-mail for the purpose of extending the chapter’s presence and increasing awareness of its existence and initiatives.

Content parameters: All content posted on CCI-GRC's Linked In company page is to be preapproved. The intention is to at no time present a position of CCI-GRC or express an opinion of the chapter which has not previously been expressed (i.e. in a press release or in an article being shared through this platform).

Goals: To expand the prominence of CCI-GRC on Linked In, as measured by active use and total quantity of followers.

Strategies to Reach Goals: Consistent activity on the CCI-GRC Linked In company page.

3. Twitter

Purpose: To utilize an additional platform by which CCI-GRC's presence and initiatives can be recognized and to engage those active on Twitter to support CCI-GRC.

Content focus: The focus of CCI-GRC's Twitter presence is to combine the focus of the chapter's Linked In group and page presence. Specifically, CCI-GRC will provide news and condominium industry updates and items of interest while also facilitating interactions of interest without expressing views on behalf of the chapter. To that end, CCI-GRC's Twitter account description will include the following disclaimer:

[Retweets and follows are not endorsements]

CCI-GRC will also aim to actively establish hashtags for various initiatives of the chapter with the aim of taking a lead in facilitating exchanges in respect of such.

Content parameters: All tweets posted by CCI-GRC's Twitter presence should either take the form of a news update, content share or engagement attempt to have others share their insights. On behalf of CCI-GRC, a Content Authorizer may permit a re-tweet from chapter members or the general public at large if they deem such content to be appropriate and supportive of CCI-GRC's objectives. Typical, regular content will mirror the content posted on CCI-GRC's Facebook and Linked In company page accounts. Such can be planned in advance and circulated; however, the Twitter platform may be expanded upon to be timely where possible. Like CCI-GRC's Facebook account, photographs may be utilized as warranted. While CCI-GRC may pre-approve content to be posted on Twitter as it will for Facebook and Linked In, Content Authorizers may be permitted to tweet content without prior approval when circumstances and guidelines are arranged in advanced (i.e. to draw attention to an event which is taking place). At no time is CCI-GRC to engage in two-way interaction on Twitter which may be considered to be the provision of legal advice or an opinion on behalf of the chapter.

Content management: CCI-GRC will not engage in discussions attempted to initiate it which violate this policy and all "follows" and "re-tweets" must be approved in advance by a Content Authorizer or approval therefore delegated by a Content Authorizer. Similarly, any decision surrounding CCI-GRC ceasing to follow another Twitter account holder is at the discretion of a Content Authorizer.

Goals: To reinforce the prominence of CCI-GRC in respect of condominium industry news and events by way of the Twitter platform and draw attention to the existence and initiatives of the chapter. Success of goals may be measured by activity/success of chats and the quantity of followers on Twitter.