

SUMA Social Media Policy

Background

This policy refers to the online social media tools used by the Saskatchewan Urban Municipalities Association (SUMA) to produce and post content (text, images, video and audio) for, and interact with their target audience. For the purposes of this policy, social media refers to all public-facing sites.

Purpose

The purpose of this policy is to set out direction for SUMA to participate in social media. The scope of this policy includes all employees who participate in social media activities. Employees engaged in social media on SUMA's behalf are expected to consistently conduct themselves in a professional manner so as to protect, promote, and augment the good reputation of themselves and SUMA.

The policy is designed to encourage appropriate and effective use of all platforms, and provide guidelines for staff to exercise personal responsibility online. It is also designed to empower SUMA's social media implementers to make good decisions that reflect positively on the association. This social media policy is not meant to be an exhaustive list of what you can and cannot do.

Use of Social Media

SUMA supports the use of social media to share information, communication, and limited marketing of SUMA activities and programs. SUMA will post, monitor, respond, contribute to, or seek to influence social media conversations, while maintaining a professional account that reflects SUMA's goals and social media strategy. SUMA will not accept payment in exchange for posting or sharing content with followers.

The primary staff member responsible for managing the account shall be the Communications Advisor. The Communications Advisor shall designate backups as necessary and appropriate. Ultimately the Director of Policy and Communications and the Communications Advisor are responsible for all content promoted through social media. They are to understand the implications and risk associated with using these platforms.

Each social media platform will have only one official SUMA account. Employees must not use SUMA in personal usernames without permission from the CEO. The official accounts of SUMA shall be:

- YouTube: [SUMASask](#);
- Twitter: [@SUMA_amplify](#);
- Facebook: [SUMAamplify](#);
- Google My Business listing: Saskatchewan Urban Municipalities Association; and
- LinkedIn: [Saskatchewan Urban Municipalities Association](#).

Five Pieces of the Puzzle

A grey circular icon containing the text "Exercise Good Judgment".


Exercise Good Judgment

A grey circular icon containing the text "Consider Your Audience".

Consider Your Audience

A grey circular icon containing the text "Respect Copyrights".

Respect Copyrights

A grey circular icon containing the text "Protect Confidential Information".

Protect Confidential Information

A grey circular icon containing the text "Add Value".

Add Value

1. Exercise Good Judgment

Social media is intended to be a platform where your audiences feel comfortable sharing and connecting. Take responsibility for what you write while exercising good judgment and common sense. Adhere to SUMA's values and the same policies as in the offline world. Think twice before posting, and consider how the comment will reflect on the organization.

Spirited debates and conversations are acceptable as long as you are respecting others opinions and keeping SUMA's goals for communication in mind. Be the first to correct your own mistakes.

There may be some circumstances where an official statement is needed. If you spot a potential issue, ensure it is brought forward in a timely manner so a proper response can be drafted and communicated quickly.

Be considerate when taking and posting photos and recordings at SUMA events. Signage notes that photos and recordings will be made available, but avoid photographing or recording people who look like they are having private conversations or in meetings, or in embarrassing situations. Try to stick to open events and sessions. When in doubt, ask permission.

2. Consider Your Audience

SUMA's audience for social media is:

- SUMA members;
- MLAs, MPs, and other elected officials throughout the province;
- communication and marketing industries found within various municipalities;
- policy-related academics; and
- pundits, academic media personalities, and journalists in Saskatchewan or covering the municipal field.

Make it part of your strategy to ensure you aren't alienating any of these groups.

3. Respect Copyrights

Always ensure that people are given proper credit for their work. Make sure you have the right to use something before you publish it. This includes images, quotes, text, etc. Respect copyrights, trademarks, rights of publicity, and other third-party rights.

4. Protect Confidential and Proprietary Information

Personal information collected from a social media site must be managed and protected. Personal information includes name, email, address, username (if it has the individual's name in it), etc. Always discuss the disclosure of SUMA's financial or proprietary information with the CEO before publishing.

5. Add Value

Social media pays off when you add value for your audience. Having a reason to communicate is important.

Ensure the information you provide is worthwhile information and adds perspective.

Tips for social media:

- An active voice is better than a passive voice.
- Make it a goal to respond to all communications in a timely manner - within 24 hours if possible.
- If you feel something is spam or inappropriate for the audience, you have the right to remove it.
- Remember that what is published online remains there forever.
- You don't need to respond to every criticism. Pick your battles and be considerate!