



SOCIAL MEDIA

GUIDELINES

RURAL COMMUNITY OF FUNDY SHORES

2025

PURPOSE

The social media guidelines will help ensure that Fundy Shores manages its online presence in a professional, transparent, and accountable way. These guidelines are designed to include a variety of best practices and rules to maintain a positive, informative and an inclusive online space. The guidelines will focus on the Goals of Fundy Shores, Account Management, Content Guidelines, Community Interaction, Privacy and Confidentiality, Legal and Ethical Considerations, Accessibility, Analytics, Feedback and Crisis Communication and Disputes.

GOALS

Clarity of Goals

The goals of the Rural Community of Fundy Shores is to use social media to provide the public with insight into its:

- operations,
- programs and
- opportunities within the Community.
- Provide the ability for other organizations within Fundy Shores to advertise upcoming events.
- Share announcement and events from other levels of government, that may support the needs of the residents of Fundy Shores.

Building Trust and Transparency

Fundy Shores will use social media to continue to practice transparency in operations and ensure all content is clear and serves the public interest.

Provide regular updates on spending, projects, and decisions of Council. Sharing reports and performance metrics and help build credibility and trust.

Promote Civic Engagement

Civic engagement is a very important activity and is used to form the actions taken by Council. Therefore, Council will encourage citizens to participate in local discussions, offer feedback and stay informed about local activities and initiatives.

ACCOUNT MANAGEMENT

Authorized Personnel: Council will clearly identify who is authorized to post on behalf of the local government.

- General social media Page – Identified as Fundy Shores, shall be managed by the Chief Administrative Officer of the Community.
- Recreation social media Page – Identified as Fundy Shores – Recreation Hub, shall be managed by the Community Coordinator and or the Chief Administrative Officer in their absence.

Login Access: Staff will use secure passwords, only access the social media pages from devices provided by the organization, this will be to avoid a single point of failure.

CONTENT GUIDELINES

The content posted on the social media platforms utilized by Fundy Shores will strive for the following:

- Accuracy – is critical only post verified and fact-checked information. If in doubt refrain from sharing the content.
- Tone and Language – the use of professional, respectful, and neutral voice/tone will be necessary. Avoid any inflammatory language or language that may be considered inappropriate. Sarcasm does not translate well into the written word, therefore do not share, or post such content.
- Clear Communications – ensure all messages are clear, transparent, and free from jargon or spelling errors.
- Frequency – post regularly, use a schedule to allow citizens to anticipate when to look for updates on the pages. Do not post several items in one day, while it is important to share information, too much information on several topics becomes overwhelming and the message is lost.
- Visual Content – use high-quality images and graphics that are accessible, properly sized, and relevant to the topic.

Be cognizant of maintaining the brand and image of the organization when posting to any social media pages.

BRAND AND IMAGE MANAGEMENT

Brand and image management is important for local government and is essential for fostering trust, engagement, and a positive relationship with the community.

- Use the logos of the community per the logo policy, ensuring visual identity, colour palette and other visual elements are consistent.
- Use a consistent tone of voice in the communications as listed above.
- Ensure that the messaging is consistent across all social media platforms.
- Regular update the platforms to continue to promote transparency and build stability in community activities.
- Celebration of local successes – regularly showcase the positive work being done in the community, whether through government-funded programs, volunteer efforts or community members achievements.

PRIVACY & CONFIDENTIALITY

Do not post confidential or personal information about individuals or the local government. Be respectful of data privacy ensuring compliance with data protection laws.

If collecting personal data from social media for events, programs, interactions, etc., do not do so without the individuals consent and only for the reasons consent was granted.

LEGAL & ETHICAL CONSIDERATIONS

Compliance with Laws: Ensure content complies with copyright laws, accessibility standards and/or other legal requirements.

Non-endorsement Policy: As a local government, it cannot be scene to support a single specific business, product, service, political party, or religious organization. The social media pages are used for general information purposes.

Third-Party Content: If sharing third-party content (like a report or share), ensure proper credit is given.

ACCESSIBILITY

Strive to ensure your content is inclusive and accessible. This can include providing alternative text for images, using readable fonts, and closed captioning for video.

ANALYTICS

Use analytic tools provided by the social media platform provider to track the performance of posts and gauge community interest and adjust content strategies and programming as necessary.

Regularly review and adjust the strategy for sharing content based on community engagement, comments, and suggestions.

DISPUTES & CRISIS MANAGEMENT

Handling negative comments is a part of social media management. If a negative comment can be responded to, do so in a respectful and helpful manner, being extra careful to ensure a non-confrontational approach. Not all negative comments require a response, some negative comments are just statements and not questions. Only respond to the questions and take the comments under consideration.

If complaints become habitual from an individual or organization; or the comments are disrespectful to the staff member or organization, escalate it to the CAO for remediation measures or response.

Crisis Management and Communications do require effective, accurate and the timely delineation of information. This communication can only be drafted and shared through official channels by the CAO, or Emergency Management Coordinator or in their absence a designate. Messages must be clear, provide accurate information and prioritize any actional items to be taken by the public, including any health and safety updates.
