# CCOC Corporate Social Media Guidelines

## Introduction

The Tenant and Community Engagement Department is responsible for CCOC's corporate communications. These guidelines are for use by designated staff posting to CCOC social media profiles.

More and more today, we are adding to our communications channels by adopting social media tools both to get our message out and to provide an online platform for dialogue with our key audiences:

| Our ambassadors | Our tenants and potential tenants | Our supporters |
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| ☆☆☆ **Staff – includes Building Representatives** | ☆☆☆ **Tenants – includes community partners who hold block leases** | ☆☆☆ **Members and volunteers** |
| ☆☆ Contractors and community partners, suppliers and development partners | ☆☆ Potential tenants: <br> - identified targeted demographics. <br> - untargeted public | ☆☆ Community groups who share our values: <br> - sector organizations <br> - educators & students <br> - politicians <br> - bureaucrats <br> - funders <br> - researchers |
| ☆ **Former staff** | ☆ **Former tenants** | ☆ **Former members and volunteers** |

While traditional communications channels have schedules with time built in for drafting, editing and approvals, the pace of social media is much faster. These guidelines are intended to provide a pre-approved framework, to empower communications staff to work at the pace of the medium.

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## Purpose

CCOC's Communications Strategy sets out five goals for our communications and marketing initiatives. Our social media communications are one of many facets of our digital-first, accessible communications approach.

An editorial calendar will be developed annually that will balance content for each goal and include ongoing, seasonal and time-specific themes.

- Fill rental vacancies
- Support tenant-focused operations
- Raise CCOC's profile
- Recruit volunteers for the board, committees and other initiatives
- Promote urban, accessible, green, mixed, affordable housing with supports for those who need them

## Process

Roles:
- Communications Officer is responsible for managing all CCOC social media accounts.

Posting schedule:
- Blog: Monthly
- Facebook: Weekly
- Twitter: Daily
- Instagram: Weekly on grid, daily on story

Monitoring and responding:
- Each platform will include a disclaimer indicating that it is monitored Monday to Friday, from 9:00 am to 5:00 pm, holidays notwithstanding.
- Communications Officer will respond directly on behalf of CCOC. If they need facts or more information, they will reach out to relevant staff as needed.
- Service standard:
  - Aim to respond within same business day.
  - Respond to every question.
  - See Crisis Management for details on responding to negative comments.

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## The CCOC voice

Our goal is to have a consistent voice across all corporate communications platforms. The tone should be friendly and approachable, knowledgeable and experienced.

## CCOC's Advocacy Voice

CCOC's fifth marketing goal is to "Promote urban, accessible, green, mixed, affordable housing with supports for those who need them." In CCOC's strategic plan, we describe ourselves as "a recognized industry leader", a "loud and proud instigator", "progressive and environmentally conscious", "a thought leader for housing and related issues", "political activists and advocates", with a social justice focus.

Staff will present this on social media through original content and through likes, shares, reposts, and by commenting on content from others.
- This marketing goal is ranked lowest, so should not overwhelm other content.
- CCOC is non-partisan and will avoid posting or reposting party-specific content.

Examples of advocacy content include:
- Posting about our programs, services, partnerships, projects, and campaigns.
- Posting about our outreach, events, and presentations (to schools, conferences, etc.)
- Reposting content from housing partners (Options Bytown/Salus/PCIL, etc.) about their programs and services.
- Reposting content from sector partners (ONPHA, CHRA, etc.) about their programs, services, and campaigns.
- Posting or reposting content from partner groups (where CCOC is an active participant) about programs, services and campaigns that support tenant quality of life. Examples of partner groups include CAWI, Centretown Buzz, Centretown Movies, Community Garden Network, Ottawa School of Art, Communauto, YM/YWCA.

## Crisis Management

The Communications Officer will flag negative posts and comments and propose a response to the TCE Director. As a general practice:

- For posts or comments that contain incorrect information about CCOC:
    - We will correct the mistake with a comment back in the stream where the comment was first made with respect and with facts.
    - If the person responds in a critical manner, we will ask to continue the conversation by other means. If the person is clearly trying to pick a fight, we will ignore it.
- For posts or comments that are complaints about or critical of CCOC:
    - As per industry best practices, we will publicly acknowledge with a comment back in the stream where the comment was first made and ask to continue conversation by other means (direct message/email/phone).
    - If the issue is resolved, we may follow up with a comment thanking them for working with us to resolve the issue.
- If the post or comment is clearly an attack or an effort to pick a fight:
    - As per industry best practices, we will ignore it.
- For comments that are inflammatory (libel, slander, etc.) or inappropriate (racist, derogatory, pornographic, etc):
    - We will screen-capture and save the post to document.
    - We will block the user from commenting and remove inappropriate comments.
- For comments that are off-topic or trying to use our site to sell a product or service:
    - We will remove comments and block users who abuse the site.

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