



International Association
of Business Communicators
Toronto

IABC/Toronto Social Media Portfolio Representative Guidelines

Each IABC/Toronto VP may appoint one person as social media communicator for their portfolio.

This individual will have the following permissions & responsibilities:

- Admin designation on IABC/Toronto's LinkedIn page
- Admin designation on IABC/Toronto's Facebook page
- Password access to IABC/Toronto's Twitter account

When selected, the VP is to notify both the IABC/Toronto office and the VP, Member Communications (while this position is vacant, the EVP should be notified). An up-to-date list of social media communicators will be kept on the Board extranet.

All content must be approved by the portfolio VP or appointed Director before posting. It is an expectation that all postings to the social media channels be consistent with other portfolio communications, thus postings should be carefully checked for accuracy and consistency.

Volunteers from each portfolio are not expected to monitor the social networks; however, they may be asked by the social media ambassador team* to respond to a particular inquiry. If requested, they are expected to respond in a timely fashion.

Here are some guidelines to help these volunteers as they converse with members and the general public via social media (Twitter, LinkedIn and Facebook):

- Posts should be informative and interactive. Content should be timely and encourage conversation.
- Users will not participate in any offensive conversations regarding political or religious views while representing IABC/Toronto.
- Personal opinions must only be expressed through personal social media accounts or on the IABC/Toronto blog. Any contribution on behalf of IABC/Toronto must be kept neutral.
- Under no circumstances should passwords or permissions be changed or shared except by the IABC/Toronto office or VP, Member Communications

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Specifications for the Facebook and LinkedIn Postings

These postings will be visible on the group pages of the IABC/Toronto pages. Please limit the postings per event/promotion/initiative to the group(s) to about every three days.

- *Facebook posts can be no more than 420 characters long.*
- *LinkedIn posts can be no longer than 700 characters.*

There is no restriction on postings per portfolio; however, similar to the e-Lert, direct messages must be limited.

Specifications for the Facebook and LinkedIn Direct Messages

Messages to all members of the Facebook and LinkedIn members which are direct communication (i.e. go directly into their email box) must be approved by the Executive Board and the VP, Member Communications.

Twitter

Limit one tweet per portfolio every 48 hours (two days).

Tweets can be no longer than 140 characters or extended using deck.ly.

Links must be shortened and can be shortened here: <http://bit.ly/>

Direct messages may be used only in response to a specific question from a follower

When tweeting from an event, tweets should include the hashtag #IABCToronto

*The social media team will include VP, Member Communications, Social Media Director and chapter social media ambassadors.

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