



British Isles Family History Society of Greater Ottawa

Social Media Policy

Introduction

To contribute to the long-term viability of the British Isles Family History Society of Greater Ottawa (BIFHSGO), the society uses social media to provide information to existing members, to attract new members, and to build an online presence. Through both the website (www.bifhsgo.ca) and various social media platforms, BIFHSGO aims to raise awareness of the society's activities among members and others in the genealogy community, as well as among residents in the greater Ottawa area.

Objectives

The objectives of BIFHSGO's social media presence are to:

- Provide information to the membership;
- Promote the society and build presence in the community;
- Grow membership.

Content

BIFHSGO uses social media to:

- Promote BIFHSGO events;
- Provide an opportunity for dialogue with/between users;
- Highlight content on its website; and
- Provide resources of interest to the membership.

Posts will be about BIFHSGO activities, general and local history, genealogical research, British Isles and Canadian genealogy resources.

Content not produced by BIFHSGO should be from trusted sources that will help engage our audience and establish BIFHSGO as a go-to resource.

Posts and responses to comments made by users must be timely, professional, polite, and friendly.

Any comment, response or post that could be interpreted as a slur, or as demeaning or inflammatory must be avoided.



Copyright must be respected.

Frequency of Posts

In order to ensure optimal engagement with the society's audience on the various platforms, the Board of Directors will set broad frequency goals and review as needed.

Access to Accounts

Account access for BIFHSGO's social media accounts should be limited to three or four Directors or their delegates. Each Director with access may not necessarily have access to all of the accounts, in order to provide variety in postings, and keep workload manageable.

Granting any type of access remains the responsibility of the Board.

Conflict of Interest

Those with access to the BIFHSGO accounts must take care to avoid situations where they could personally benefit, or could be seen to be in a position to personally benefit, from their involvement.

Individuals, on recognizing (or being informed of) a potential conflict of interest situation, must be prepared to explain the matter in writing to BIFHSGO's Board of Directors and to take the necessary steps to remove themselves from the situation. If the matter is not resolved to the satisfaction of the Board, the individual's account access will be removed.

Examples of Conflict of Interest:

- Promoting an event where the person doing the promotion will benefit financially or by reputation; and
- Promoting a company or website, whether directly or indirectly, that the promoter has either created or is associated with.

Monitoring, Feedback and Evaluation

Responsibility for metrics monitoring can be shared by the Communications Director and Publicity Director, or anyone delegated by these Directors or the Board.

Questions of an operational nature can be answered by anyone who has access to the accounts, with a note to the Communications Director or Publicity Director (to gauge interest, types of questions being asked, etc.).

Feedback, questions, and criticisms will be managed by the Communications Director or Publicity Director, who will work with the President and other Directors to craft an appropriate response.

The different social media platforms will be evaluated as needed in order to optimize their use.



Annual reporting to the BIFHSGO Board of Directors on social media is the responsibility of the Communications Director, with input from those who have accounts on social media (such as: Publicity Director, Web Master and Newsletter Editor).

Expenditures

All costs associated with the website and social media platforms are reported to the Treasurer and overseen by the Board of Directors.

Changes to Policy

The social media policy will be reviewed by the Board and updated as needed.

**Passed by the Board
January 9, 2017**

