Township of Centre Wellington Social Media Style Guide

September 2023

Strategy Rationale

The following guide showcases a strategy that has been developed through testing and current municipal industry standards.

As the world of social media is ever-changing, it is important to adapt strategies to the evolution of the digital landscape.

Profiles

Facebook:
Facebook.com/CentreWellington

Twitter (x):
@CentrWellington

LinkedIn:
Linkedin.com/company/township-centrewellington

Goals

→ The Township of Centre Wellington is committed to open and transparent communication with its residents.

→ By utilizing social media, the Township is showing its commitment to the public by providing them with timely, accurate, accessible, transparent and accountable information.

→ The Township uses social media platforms as a fast, coordinated approach to communicating all Township business to residents and stakeholders such as (but not limited to) programs, services, and news affecting our community.

→ Content goals adhere strictly to the Township of Centre Wellington's Social Media Policy.
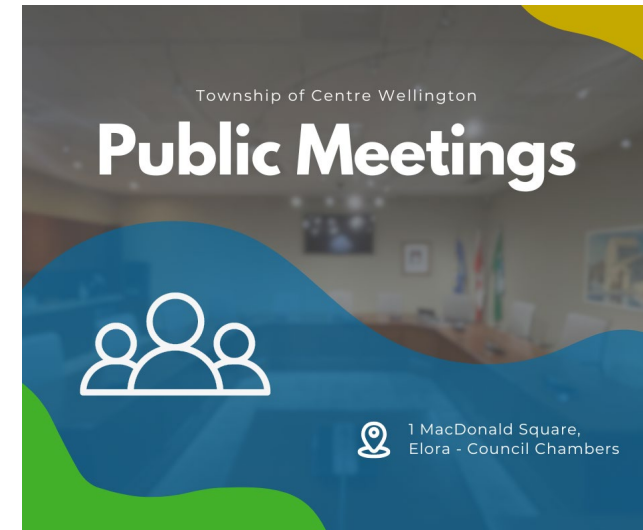
Voice

- Honest, open and transparent.

- Responses/Posts should be timely, accurate, accessible, transparent, and accountable.

- Avoid sarcasm, mocking residents, or other municipalities/stakeholders.

- Voice should always be consistent, tone can vary depending on content and situation.

Informative Imagery & Content Strategy

- Just as important as maintaining a consistent voice is maintaining a strong, recognizable brand.

- Keep the Township brand consistent: Profile pictures and headers should be easily identifiable as the Township.

- Images/Graphics should be informative and coincide with the text portion of each post
  - i.e., the "We're Hiring" post would include text listing the available positions and where to go to apply

Consistency

Facebook

- Post Rate: Up to 4, scheduled posts per day
- Content relates to Township programs, services and news
- Not using Facebook Stories as they have very low engagement
- May share posts from Township groups/stakeholders if they relate to the Township or would be beneficial for residents to know
 - The Township does NOT post on behalf of other groups/stakeholders

Twitter

- Post Rate: Up to 4, scheduled posts per day
- Content relates to Township programs, services and news
- Make retweet tweets from Township groups/stakeholders if they relate to the Township or would be beneficial for residents to know
  - The Township does NOT post on behalf of other groups/stakeholders

LinkedIn

- Content post rate differs from Facebook and Twitter and is used on a "as needed" basis
- Content includes: job postings, government conferences (AMO), employee workshops, and economic development related content.
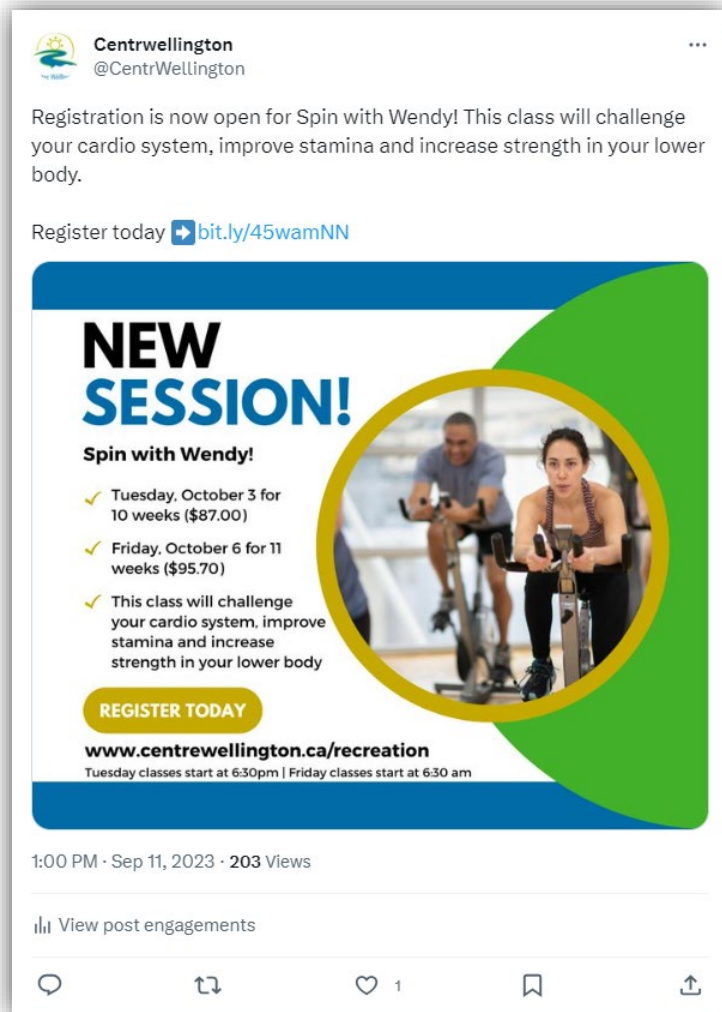
Post Formatting - Facebook
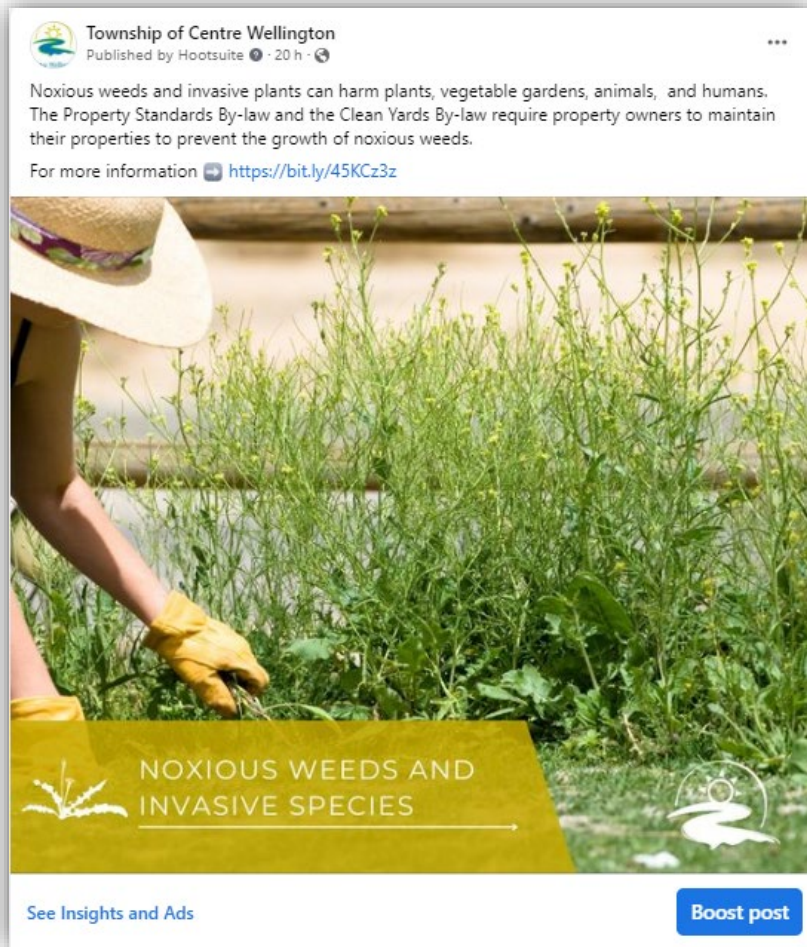
- If a post requires the resident to look for more information, always try to include a link to the Township website.
  - Driving traffic to the website is important.

- Keep sentences short and relate the text to the graphic.

- Keep Township Branding Guidelines in mind when creating graphics. All posts should be easily identifiable as messages coming from the Township.

Post Formatting - Twitter

- If a post requires the resident to look for more information, always try to include a link to the Township website.
  - Driving traffic to the website is important.

- Keep sentences short and relate the text to the graphic.

- Keep Township Branding Guidelines in mind when creating graphics. All posts should be easily identifiable as messages coming from the Township.

Post Formatting - Twitter

Keep in mind that twitter has a limit of 280 characters per tweet. Keep language simple and concise – some tweets may involve a creation of a thread if information cannot be provided in under 280 characters.

Post Formatting - LinkedIn

- LinkedIn differs from traditional social media sites. It is a resource for job searching, professional development, and sharing success stories.

- The Township uses LinkedIn to share about employment, important opportunities for staff, and economic development-related content.

- Posted content should still reflect Township branding and voice.
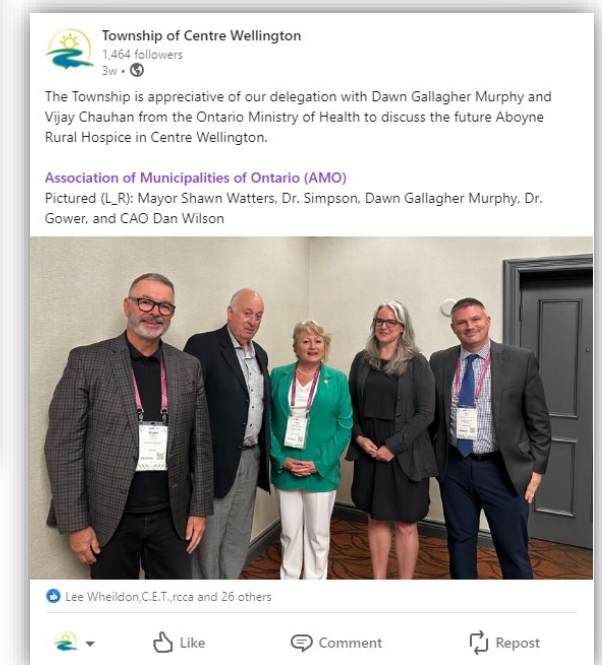
Interaction & Social Listening

Reserve time to interact with users who are commenting on posts. Whether it is liking comments, responding to a comment, or answering a question via direct messaging.

Respond to inquiries in a timely manner.

Avoid getting in "spats" in the comment section/messages. While you can respond/clarify any information – a constant back and forth doesn't help any situation.

Make time to check posts that the Township is tagged in. It may be relevant news that residents should know about and may be worth sharing.

Social media trends are constantly evolving – engage in social listening with other municipalities for best practices and new opportunities.

Resources

The Township of Centre Wellington's Social Media Policy outlines guidelines and restrictions for posting and sharing content.

The Township of Centre Wellington's Branding Guidelines outlines appropriate use of the Township logo, lists branding font, colours, etc. which best represent the Township.

Social Media Managers

Social media account access is granted to the Digital Media Associate with support from the Communications & Strategic Initiatives Specialist and adheres to posting within the Centre Wellington Social Media Policy and the Township of Centre Wellington Branding Guidelines.