



Centre Wellington Fire Social Media Style Guide

September 2023



Strategy Rationale

The following guide showcases a strategy that has been developed through testing and current 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/CentreWellingtonFire



Twitter (x):
@Fire_CW





Goals



Centre Wellington Fire Rescue's (CWFR) main goal is to inform residents of fire safety and other applicable topics pertaining to the department.



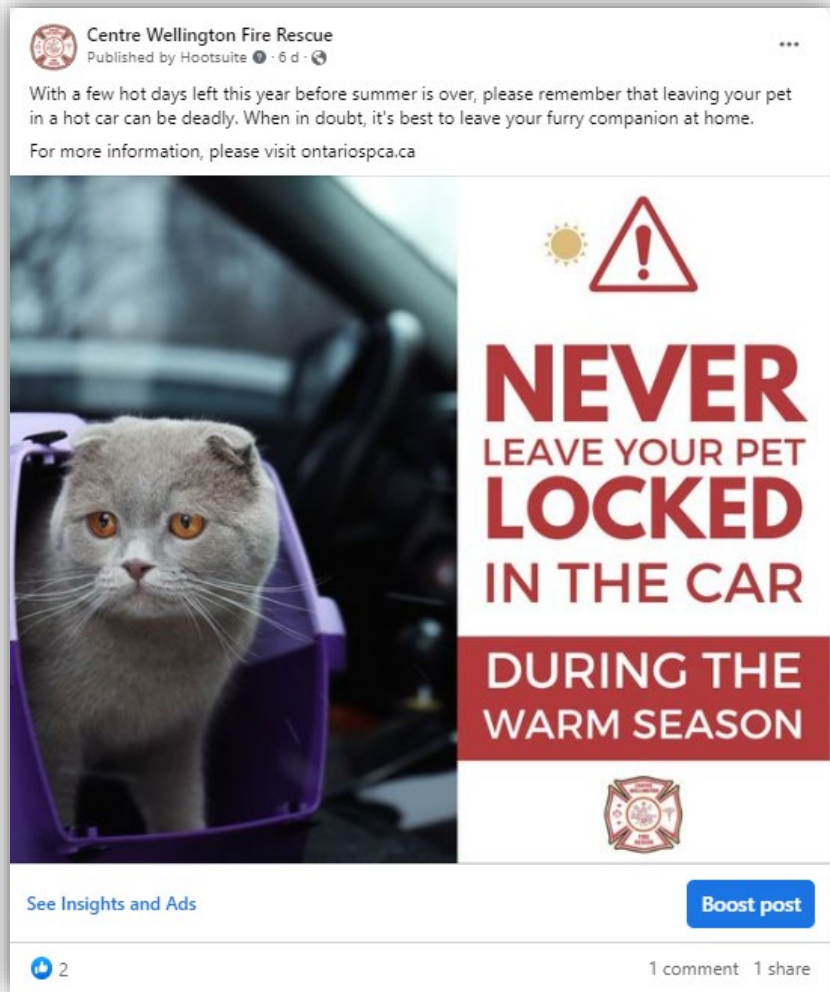
Content posted is in accordance with the Ontario Government's Office of the Fire Marshal.



CWFR attends many community events and is permitted to share information about these events either via Facebook live, videos, or posts prior to or after the event (i.e., Home and Leisure Show, School Visits).



Voice



- Informative, direct, and professional.
- Responses/Posts should be timely, accurate, accessible, transparent, and accountable.
- Avoid sarcasm, mocking followers, or other stakeholders/accounts – do not engage in public spats or disputes.
- Voice should always be consistent, tone can vary depending on content and situation.



Optimize Imagery



- Just as important as maintaining a consistent voice is maintaining a strong, recognizable brand.
- Keep the CWFR brand consistent: Profile pictures and headers should be easily identifiable as CWFR.
- Images/Graphics should be informative and coincide with the text portion of each post
- Using Ontario Fire Marshal/Ontario Wide safety message graphics are the only exception to not use the CWFR branding.



Consistency

Facebook

- Post Rate: 1-3 times per week
- Not using Facebook Stories as they have very low engagement
- Mix in Ontario Fire Marshal PSA's with regular CWFR PSA's and posts
- May share posts from stakeholders/community groups that relate to CWFR
 - CWFR does NOT post on behalf of stakeholders/community groups

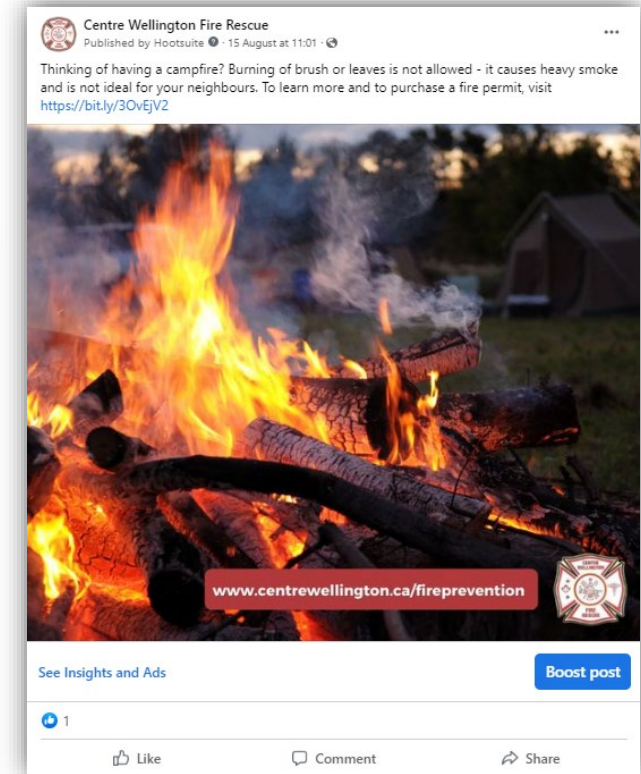
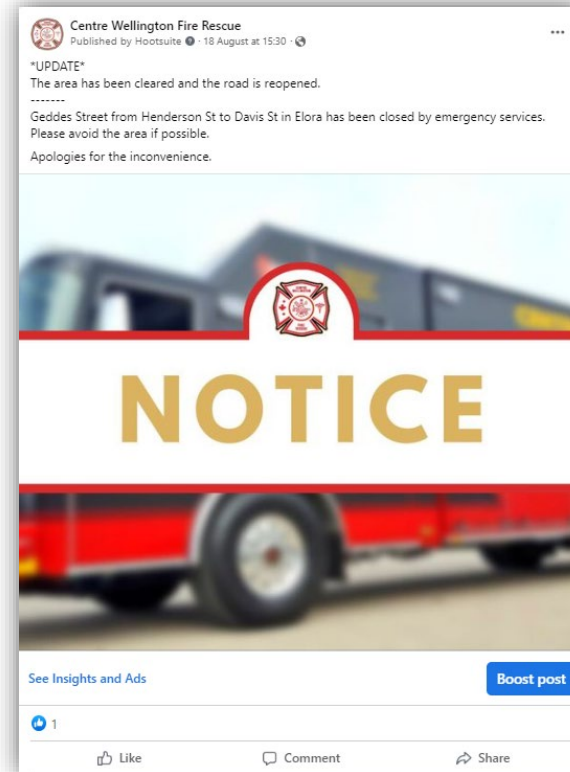
Twitter

- Post Rate: 1-3 times per week
- Mix in Ontario Fire Marshal PSA's with regular CWFR PSA's and posts
- May retweet certain tweets that are applicable to fire safety



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.
- When posting about street closures due to emergencies, use a “Notice” graphic – it can grab more information. Always update the post when the closure is over.





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.
- When posting about street closures due to emergencies, use a “Notice” graphic – it can grab more information. Always update the post when the closure is over.
- 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.



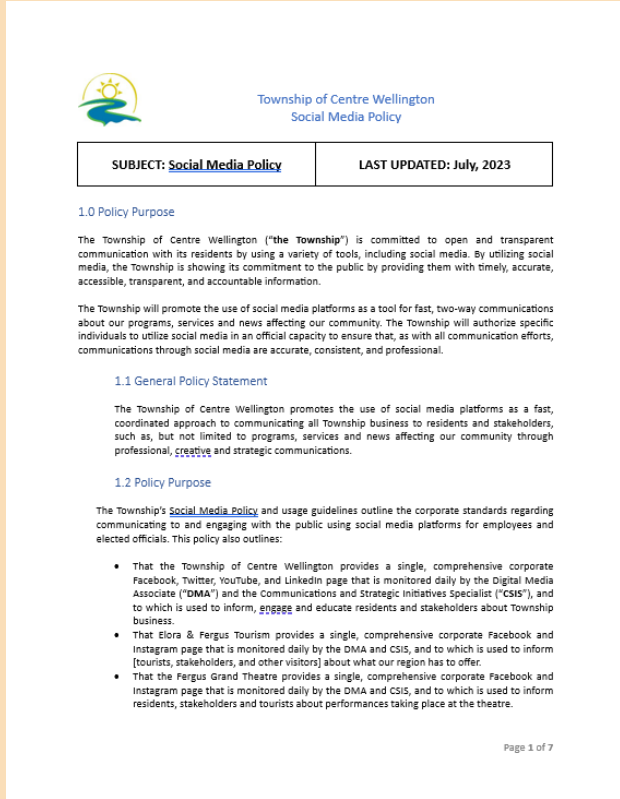


Interaction and Social Listening

- 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 CWFR 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.



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.