

**Experience Picton
Social Media Policy & Best Practices
2021**

Experience Picton Social Media Channels

Facebook & Instagram

Objective

Experience Picton's social media objective is to:

- 1) Promote the area as a business and shopping area (Municipal Act, 2001);
- 2) To inform the public of events and services as they pertain to the BIA (eg. Parking, public washrooms);
- 3) Highlight member businesses by sharing their posts as often as possible

Goals

- Have BIA members produce the bulk of the content for social media
- Highlight member businesses in an equitable manner
- Followers by Dec 31, 2021
Facebook – 5000
Instagram – 4000

Voice & Tone

Experience Picton is always positive and supportive in a conversational tone. Exclamation marks and emojis highly encouraged. Friendly humour is occasionally used in comments responding to other posts.

Response to Negative Feedback

Experience Picton has a zero-tolerance policy for hate speech and will remove such comments.

Experience Picton will respond to negative comments in order to correct misinformation.

Personal messages will be responded to with a customer service focus.

Availability & Engagement

The EP social media accounts will be monitored once a day Monday through Friday. Engagement is not guaranteed on weekends.

Scheduled Content & Post Frequency

Experience Picton will schedule social media content in advance in order to maximize staff time.

- Facebook – 1 post daily on weekdays (including shared posts)
- Instagram – 2 to 3 posts weekly

Content Strategy

- To keep content fresh and to avoid post fatigue and diminished engagement; Facebook and Instagram posts should regularly contain different content, playing to the strengths of each platform. (See chart below)

Shared Content

- EP Facebook will share posts by member businesses with an effort to be as inclusive as possible.
- EP Instagram Stories will feature posts made by member businesses.
- EP Social Media will share one original post per month by request on behalf of any member.
- EP will promote any event, sale, or other content that takes place within the Picton town boundaries if requested by non-members, by adding the content to “Stories”.

	Facebook	Instagram
Purpose Of Platform	Facebook is a place where people go for news and information updates. “Be connected.”	Instagram is where people go to see beautiful, curated content and be inspired. “Capture and share the world.”
Unique Content	<ul style="list-style-type: none"> • Sharing Posts made by members (daily) • Original Photos & Videos (occasional) 	<ul style="list-style-type: none"> • Feed: Photos & Videos showcasing the town of Picton (2-3 per week) • Stories: Sharing posts made by members (daily)
Overlapping Content	<ul style="list-style-type: none"> • Keep it in The County Advertising Campaign • Useful information <ul style="list-style-type: none"> ○ Parking, ○ Public Washrooms, ○ What’s open on holidays ○ Check Event Listings ○ Find businesses on our website • Welcome new businesses 	