



# A Guide to Social Media Best Practices for PEO Chapters

In November 2014, council approved a Corporate Social Media Policy to define the roles and responsibilities of authorized content providers to publish on PEO's behalf on social media. The policy was reapproved with minor changes to align it with PEO's Privacy Policy in March 2015. PEO established a corporate presence on social media to engage users of social media in the affairs of the association, its chapters and to better serve those with an interest in the engineering profession.

As noted in the policy, PEO chapters are authorized to establish their own social media accounts. If you plan to do so, please advise Communications and follow the naming protocol as outlined in the policy to ensure that PEO's identity is communicated consistently. Otherwise, Communications can post information on PEO's corporate accounts on behalf of chapters that do not have their own accounts.

Should you have suggestions for content for PEO's corporate social media accounts, please send your ideas to Communications at [media@peo.on.ca](mailto:media@peo.on.ca).

Communications can also, on your behalf, upload a video to PEO's [YouTube](#) channel or add a post to PEO's [LinkedIn Company](#) page. Please send the content with instructions to [media@peo.on.ca](mailto:media@peo.on.ca). You can add a post yourself to PEO's [LinkedIn Discussion Group](#) by using your personal LinkedIn account and making clear your affiliation with PEO (if your account isn't already clear on this).

Please consider using social media to:

- raise awareness of PEO's and your chapter's roles;
- promote PEO programs and initiatives;
- encourage participation at PEO events;
- provide direction to important information and resources relating to PEO, our partners in the Ontario engineering community, or professional self-regulation generally;
- promote the value of licensure; and
- engage friends, followers, discussion group members and visitors in two-way conversations about professional and regulatory issues.

Should you have questions on creating an account on social media for your chapter, or if you require assistance of any kind, please contact Communications at [media@peo.on.ca](mailto:media@peo.on.ca).

The following are general social media best practices to keep in mind when using social media on behalf of PEO.



1. **Establish safeguards:** as an authorized user, it is strongly recommended that you implement security safeguards to protect against unauthorized access to PEO social media accounts, such as: not sharing user names and passwords with anyone, not storing this information on thumb drives or public computers, and ensuring computers are protected by passwords for logging-on and by automatic screen savers with password protection.
2. **Think twice before posting:** when posting on behalf of PEO, you should uphold our brand and image by being mindful of what content you are sharing with the public. Do not discuss private or sensitive information online. Remember, you are personally responsible for the content you publish.
3. **Know your audience:** content should be factual, relevant and interesting to PEO followers. This applies to both original content and retweeted/shared content from other users.
4. **Strive for accuracy:** posts should be composed in clear, concise and grammatically correct language. However, you may use common abbreviations in your tweet to meet Twitter's 140-character limit.
5. **Schedule activities:** post often and spread your posts throughout the day to keep followers interested and engaged, but not overwhelmed.
6. **Maintain transparency:** resist the temptation to delete negative comments. Instead, try providing a solution to a problem raised, or at least monitor the content and learn from it.
7. **Be respectful:** when addressing a sensitive comment or question, do so in a rational way and use facts to support your position. Use your best judgment and take the conversation offline or through a private message if needed. When in doubt, please contact Communications at [media@peo.on.ca](mailto:media@peo.on.ca).
8. **Include hyperlinks:** when possible, insert a link into your post to provide the reader with a way to find more information.
9. **Use hashtags:** when appropriate, include hashtags in your Twitter and Facebook posts to boost exposure and help readers find related content. Keep in mind that too many hashtags can make a post look messy and hard to read.
10. **Be aware:** although you may have deleted a post, it might still be accessible elsewhere. Be aware of the implications and understand the particular social media platform's Terms of Use and Privacy Policies when available.