



RDCA SOCIAL MEDIA POLICY AND PROCEDURE



Red Deer
Construction
Association

Red Deer Construction Association

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Social Media Policies and Procedures

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1: Social Media Managers and Administrators

MANAGERS:

Name:	
Phone:	
Email:	
Name:	
Phone:	
Email:	
Name:	
Phone:	
Email:	

ADMINISTRATORS:

Name:	
Phone:	
Email:	
Name:	
Phone:	
Email:	
Name:	
Phone:	
Email:	

2: Chain of Command

The RDCA Media and Communications Sub-Committee is responsible for the overall management of RDCA's Social Media. To best aid the entire Social Media Team and enable them to properly manage each feed, communication must be consistent.

The Chain of Command for RDCA's Social Media Accounts are:

1. Board of Directors – Executive Committee
2. Media and Communications Sub-Committee Chairperson
3. Media and Communications Administrators

The Red Deer Construction Association Board of Directors including the Executive Committee ultimately oversee the Social Media for Red Deer Construction Association, from a Governance point of view. With a change in the Directors of RDCA, and in turn the membership of the Media and Communications Sub-Committee, access and management to the Red Deer Construction Association Social Media Accounts stays with the Media and Communications Sub-Committee.

The Media and Communications Sub-Committee Chairperson has Administrative Access to all Social Media Accounts, and is responsible for managing, or delegating management, of Red Deer Construction Association's Social Media Accounts.

The Media and Communications Sub-Committee Administrators are responsible for the daily operation of RDCA's Social Media Accounts. This includes the scheduling and posting of daily content, ongoing engagement with our Community and online audience, advertising, events, and reputation and brand management.

The Board of Directors - Executive Committee will provide ongoing support to the Media and Communications Sub-Committee. Strategy, branding, advertising, and content generation & gathering for Social Media Accounts, is all discussed with the Media and Communications Sub-Committee as needed and / or requested.

3: Due Process

All Members of Red Deer Construction Association have an obligation to communicate openly and respectfully with one another and to provide reasons for particular decisions or actions. When disagreements arise, greater understanding by all involved is needed. The presence of conflict, if dealt with effectively, offers an opportunity for individual and organizational learning including the identification of policies and practices that need to be improved. Fairly accepting

and addressing concerns from our audience, community, and Membership must be consistent and documented in order to ensure that the Red Deer Construction Association Brand, and Social Media Policies are maintained and followed. All Members of Red Deer Construction Association should have the ability to be heard if they have a concern or an idea regarding Red Deer Construction Association Social Media. New ideas and new directions come from our Membership.

Any Member, organization or person, who would like to express a concern or share an idea, etc. is asked to follow the below process, if they would like action to be taken. Decisions made regarding the comment, concern or request are that of the Media and Communications Sub-Committee, and the Board of Directors – Executive Committee. If a member of the Media and Communications Sub-Committee is approached with comments, concerns or ideas related to Red Deer Construction Association Social Media, and that member would like action to be taken, then the Committee Member must reference this process.

1. The Member, organization or person is to email the Media and Communications Sub-Committee at [email: info@rdca.ca](mailto:info@rdca.ca).
 - a. An email allows the Member to document their question, comment or concern and formalize it. This also means that the Member is standing by what they wrote, which creates value and ensures that their voice is heard.
2. The Member, organization or person is to forward a private message to the Media and Communications Sub-Committee via the forum the message was posted on.
 - a. The message from the Member and/or outside source can note a posted error, spelling mistake, improper tag, etc.
 - b. A private message allows the Member and/or outside source to comment, question or provide a concern regarding the post. The Administrative team (RDCA staff) will keep a log of all the comments and house this in the RDCA shared files to ensure these are tracked and a follow up message has been recorded. The message is to be responded to via the social platform within 24 hours of the original post by the Administration team. A phone call to the Member is also recommended when necessary.
3. The Media and Communications Sub-Committee Administrators monitor the email/social media platforms daily. There is ultimately an initial message sent, no later than 24 hours after, so that the Member knows their email and/or social media platform response has been acknowledged. Once the Media and Communications Sub-Committee receives an email, and/or private message, the Committee Administrator (s) in charge will forward it to the Media and Communications Sub-Committee, as well as the Executive Committee of the Board of Directors, if necessary, for discussion and a decision, resulting in an action.



4. The Media and Communications Sub-Committee, in consultation with the Executive Committee of the Board of Directors, will discuss the question, concern or idea, and make a decision based on the majority. Some examples include
 - a. To remove a post from Social Media
 - b. To post a piece of content based on a suggestion or idea
 - c. To edit an existing post on Social Media

The Media and Communications Sub-Committee may make the decision to not take any action, depending on a variety of factors. In every case, the Media and Communications Sub-Committee will formally respond to the inquiry via email or the platform from which the initial message was received.

5. If a Member is not happy with the decision made by the Media and Communications Sub-Committee, they can choose to elevate their concern to the Board of Directors – Executive Committee of the Red Deer Construction Association as per the Red Deer Construction Association Code of Conduct Policy.

The Media and Communications Sub-Committee operate and manage the RDCA Social Media Accounts as per this policy, and always work towards positive Brand recognition for Red Deer Construction Association with respect for all of its Members.

5: Photos

When utilizing photos for any of the social platforms, when necessary, ensure that approval has been first confirmed by the company and/or person. If a photo is taken within a school or involves anyone under the age of 18 years of age, ensure that the Principal or leader has confirmed that there are not any issues with having these photos in the postings. On any construction site, ensure that proper PPE are visible so that we comply with OH&S regulations, and we are not putting any of our member companies in legal or regulatory harm. The use of stock photos from the internet can be utilized, however ensuring that they conform with the above regulations.

4: Security, Passwords, Usernames and Access Points

Platform	Username	Password	Access Point
Facebook	@reddeerconstructionassociation	*****	

Platform	Username	Password	Access Point
Instagram	@rdca_60	*****	

Platform	Username	Password	Access Point
Twitter	@RDConstAssoc	*****	

Platform	Username	Password	Access Point
Hootsuite	*****	*****	

Platform	Username	Password	Access Point

5: Facebook Admins and Editors

ADMINS:

Name:	
Phone:	
FB:	
Name:	
Phone:	
FB:	
Name:	
Phone:	
FB:	

EDITORS:

Name:	
Phone:	
FB:	
Name:	
Phone:	
FB:	
Name:	
Phone:	
FB:	

6: Location for Photo Sharing, Article Sharing and Inspiration

Dropbox:	

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7: Red Deer Construction Association “Voice”

The Red Deer Construction Association has an individual “voice” that represents the overall aesthetics of the organization and brand, without distinctly representing one member or organization.

Language used should be professional, yet fun. Puns and humour are encouraged but sarcasm is to be avoided. The writing style across platforms should be uniform, each user working to match their writing style to RDCA’s “Voice.” RDCA is a collective of Member’s working to ensure the organization’s Mission and Vision continue. Therefore a “we” approach is used when writing.

For reference, terms to keep in mind when writing:

- “we,” instead of “I”
- “us”
- “our”

RDCA’s voice is proud, but humble. We do not compare ourselves to other Associations or organizations. RDCA is positive, outgoing, and uplifting. RDCA is also professional. Spelling and punctuation are important. Proper use of “you’re” and “your,” as well as “Their,” “There,” and “They’re” etc.

Standard Emojis used in RDCA’s “voice” include: (list acceptable emoji’s)

Hashtags are permitted and encouraged on Instagram and Twitter, **but should not be used on Facebook**, as the vast majority of Facebook users still have not embraced hashtags on the platform.

Standard Hashtags used on Twitter and Instagram may include:

#RedDeerConstructionAssociation #RDCA #AlbertaConstruction #ConstructionSafety
#CentralAlberta #CentralAlbertaConstruction #CentralAlbertaBuilders
#CommercialConstruction #ConstructionLife #AlbertaConstructionSafety #construction

