



## **SOCIAL MEDIA POLICY**

### **OUR SOCIAL MEDIA CONTENT POLICY**

Our social media content policy guides our decisions about the content we publish on [bvcg.org.au](http://bvcg.org.au) social media vehicles. This includes our

- Website
- Facebook pages
- Twitter
- Instagram and
- Youtube.

### **WHY DO WE USE SOCIAL MEDIA?**

Social media is used to

- Extend our reach
- Interact with customers
- Encourage peer-to-peer business support
- Humanise our brand
- Increase accessibility to and availability of our information.

### **OUR TARGET AUDIENCE**

When we decide what content to publish or share on social media, we **focus on the needs of:**

- People seeking our support
- People we seek support from
- Small-to-medium business owners in Australia.

### **WHAT WE PUBLISH ON SOCIAL MEDIA**

We publish content that helps the community to

- Find out what we do as an organisation
- Find out what is current with us, our news
- Enlist support for our activities celebrations etc.

### **WHAT IS NOT PUBLISHED ON SOCIAL MEDIA**

We **don't** publish, share or link to content that

- Related to our direct business
- Promotes (or is seen to promote) commercial products, services or organisations
- Isn't useful or relevant to our target audience.

### **HOW WE WRITE OUR SOCIAL MEDIA CONTENT**

To make sure our content is easy to understand for as many people as possible we

- Write in plain English
- Use a friendly and informal tone
- Keep it practical
- Use words that our target audience understands
- Use best practice social media principles.

### **HOW WE SOURCE OUR SOCIAL MEDIA CONTENT**

To make sure our information is relevant for our target audience we write content that:

- Answers frequently asked questions from our Community
- Answers frequently asked questions from our social media community
- Is timely and trending
- Is requested by our community.



## **BASS VALLEY COMMUNITY GROUP INCORPORATED**

### **WHERE AND WHEN WE PUBLISH**

To decide which social media platforms we publish on, we look at what type of content it is. The Centre Manager has the final say on where and when we publish social media content. The Centre Manager may refer to the Committee of Governance.

Here are some examples of where we would likely publish content:

- **Websites** - news, local event information, short updates, timely reminders.
- **Facebook** - stories, videos, news and events.

We seek to update our social media publishing every two weeks. This depends on what is happening at the Bass Valley Community Centre.

### **MAKING CONNECTIONS**

We will build our social media networks and communities by connections with relevant other organisations.

### **ACCESSIBILITY**

We aim to meet accessibility standards within the constraints of the social media tool or website we are using. For example, we provide content in plain and simple language and provide captions and transcripts for our videos.

Authorised by: Bass Valley Community Group Incorporated

President: \_\_\_\_\_

Date \_\_\_\_\_

Date of Policy December 2017

Date of Next Review December 2020