

Social Media Tip Sheet

Helpful Dos and Don'ts

Writing Social Media Posts

Tips for writing social media posts:

- Break content down into smaller bites
- Put the most important information at the beginning of the post
- Keep the imagery clean and clear; avoid overcrowding an image with more than a few lines of text.
- Keep it positive
- Avoid sarcasm or slang; use humour carefully
- Tell people what to do, instead of what not to do
- Avoid ALL CAPS
- Use 1 or 2 exclamation points (maximum)
- Stick to safe emojis when they are contextually relevant with the message

Monitoring Your Accounts

Be prepared to monitor social media accounts after hours and on weekends; use a rotating schedule to ensure coverage.

Create a service standard for responses and let people know when the accounts are actively being monitored. Sign on and off and add your available hours to the profiles of your accounts (Account monitored 9am-5pm, Monday-Friday)

Give people alternate contact information including phone numbers and email addresses.

Responding to Comments

Tips for responding to comments or questions on social media:

- Take the time to understand the nature of the question or complaint
- Do a quick check of the person's profile before responding if you can
- Avoid responding when you are stressed or emotionally triggered
- Avoid deleting or hiding posts unless it is offensive, defamatory, profane or violates your municipality's social media community guidelines
- Avoid blocking or banning people from the social media account
- Consider moderating comments before they're posted to the page or enabling auto-moderate functions and let people know you have
- Get a second opinion before replying if you need it
- Avoid writing anything that could be taken out of context or seen as defensive
- Always respond with empathy
- Correct wrong information
- Offer an apology (example: we're sorry you're feeling frustrated instead of we're sorry for our decision)
- Provide helpful information:
 - If you can't address the concern or require private information, request that the person sends a direct message and tell them why
 - If you don't know the solution and need time to find the answer, respond to the question with that information
 - Be precise about how much time it will take to respond (avoid using soon, asap, right away or other vague language)



Sample Responses:

“Thank you for bringing your concerns to our attention. We apologize for the frustration. The fall recreation program schedule will be published on October 30, 2021. If you have specific questions about your registration, please send us a DM and we’ll address them directly.”

“Thanks for the message. We apologize for the misunderstanding. To answer your question and to protect your privacy, please send your account number to info@rm.ca.”

“Thank you for your question. We’re aware of the concern and are working with affected participants directly. To check your account information, please call us at 888-888-1234.”

Response Framework:

