

Social Media Policy

1. Purpose

This policy will guide the use of Archives Association of Ontario (AAO) social media platforms, which are used primarily to promote association related news, events and activities to both AAO members and non-members. It will also serve to promote and advocate for information specialists and archives across the province. This policy includes guidelines on content creation to create a harmonious voice and consistent branding across multiple social media platforms and accounts. It will also outline the roles and responsibilities of those who manage AAO social media accounts and those who contribute content posted on these accounts.

2. Scope

This policy applies to any AAO consultant, member, or volunteer who is responsible for managing the AAO social media accounts, including the AAO Chapter, Standing Committee, Special Interest Group (SIG), and consultant accounts. Additionally, it applies to any AAO consultant, member, or volunteer who creates content for the AAO social media platforms, including the Publicity and Website Coordinators of the Professional Development Committee (see Appendix A).

3. Roles and Responsibilities

Primary responsibility for the main AAO social media platforms belongs to the Website Administrator, although certain accounts may be shared or operated by other designated members from AAO Chapters, Committees, SIGs, or by the consultants, including the Archives Advisor and Archeion Coordinator.

With the aim of ensuring transparency in online communications, only individuals in these designated roles should be posting content on their respective AAO social media accounts.

AAO volunteers, members, and staff are encouraged to send social media content that they would like posted to the main AAO social media accounts to the Website Administrator at webadmin@aao-archivists.ca.¹ If the Website Administrator is unavailable, please email the chair of the Communications and Advocacy Committee. For more details about sending content and scheduling posts for the main AAO social media accounts, see Appendix B and Appendix C.

4. Guidelines

5.1 Content Creation

Relevant

The content posted on the AAO's social media accounts should be relevant to members, consultants, and volunteers. The content should directly relate to AAO news and events, or news and events that relate to or have an impact on the information specialist community.

Representative

In compliance with the AAO's [Code of Conduct](#), communications and content should follow general guidelines to ensure voices on social media are representative of the values of the AAO and to help create positive spaces for engagement.

Authentic and Honest

All content should be trusted as accurate and honest. Those who create content for social media posts are encouraged to contact the AAO President at president@aao-archivists.ca if there is any uncertainty over a post or response.

If a post or tweet needs to be corrected, this should be done within 24 hours and there should be a clear statement indicating that it had been edited or updated. If you identify a correction to be made on a social media post, please contact the individual who manages the account through private messaging. If you are unable to get in touch with them, please send an email to the Website Administrator. If the Website Administrator is unavailable, please send an email to the Chair of the Communications and Advocacy Committee.

¹ The main AAO social media accounts maintained by the Website Administrator currently include the AAO's Facebook account (@ArchivesAssociationOfOntario); the AAO Twitter account (@AAO_tweet); and the AAO Instagram account (archives.assoc.ontario accounts).

Respectful and Professional

Interactions with members should always be professional and respectful, recognizing a spectrum of viewpoints. Those who manage the AAO social media platforms are advised to delete content that is offensive, insulting, and/or demeaning to any person or group. Do not engage with individuals who post or respond to posts using this language.

Timeliness

Relevant content and responses that acknowledge queries, concerns, and issues should be delivered within 24 hours.

Respect the Copyright Act and Fair Dealing

Legal and ethical requirements should be respected when creating social media content. Ensure that content can be published while respecting copyright legislation and fair dealings. Please properly attribute and source material used. The privacy of individuals and the AAO should also be protected in any posted content.

5.2 Branding

In order to promote a unified image for the AAO, all main AAO social media accounts should feature the most current AAO logo in profile pictures and banners. Similarly, AAO social media accounts, posters, and events created on social media to promote AAO events should adhere to the AAO style guide as much as possible by using the logo colour and font (see Appendix D).

5.3 Connections

The AAO represents and serves archivists and information specialists in Ontario and social media is an effective method of engaging with members, volunteers, professionals, and stakeholders. Therefore, connections made through "liking" on Facebook and "following" on Twitter and Instagram should be non-partisan and reflect fair and representative values.

Vendors

- "Liking" or "following" vendors is permitted, so long as balance is achieved by "liking" or "following" multiple vendors that produce the same product.
- Tagging vendors is acceptable to express gratitude for support.
- Promoting a specific vendor's product is not permitted.

Galleries, Libraries, Archives, and Museums (GLAMs)

- “Liking,” “following,” “retweeting” or “sharing” the events and news of Ontario-based or Canadian focused GLAMs is encouraged.

Individuals

- “Liking,” “following,” “retweeting,” or “sharing” public events and news of information specialists, AAO members, and/or individuals affiliated with the AAO is encouraged.

5. Enquiries

Questions on how to interpret this policy can be directed to the Web Administrator or to the Board of Directors through the AAO President.

Appendix A: AAO Social Media Platforms

This list is subject to change as new social media platforms provide new ways of engaging with membership. **Please note that these are intended as guidelines and are to be used to help support a unified organizational voice.**

A note on hashtags: please use the AAO-approved hashtags that are listed in Appendix E when applicable.

1. Facebook

Content	<ul style="list-style-type: none">● AAO events● Reminders for AAO submissions (e.g. call for papers, conference or workshop registration, etc.)● Archival events in Ontario (e.g. Archives Awareness Week events)● Archival news and news articles related to archives and information management● Share content posted by other archives in Ontario about related events or news● Pictures from AAO events, site visits, or other promotional images● AAO Event pages● Job postings in GLAMs or the information specialist community
Frequency	<ul style="list-style-type: none">● Main AAO Facebook: At least once a day, up to 3 times per business day when multiple events are taking place.

	<ul style="list-style-type: none"> • Chapters are expected to post on a regular basis to maintain a social media presence.
Tone	<ul style="list-style-type: none"> • Posts should be informal, respectful, balanced, and when required, only use common abbreviations and short forms (e.g. w/ for “with”; ICYMI for “in case you missed it,” etc.) • Images uploaded to Facebook should be organized by album, so each event should have an album. For each image, provide appropriate metadata, including the date, the name of the photographer, the name of any people in the image, the location that the image captures, a description of the content or context of the image (i.e. name of the event, etc.), and any relevant hashtags. May be duplication of content on Instagram.
Responsibility	<ul style="list-style-type: none"> • Web Administrator (@ArchivesAssociationofOntario) • Durham Region Archives Group (@DurhamRegionArchivesGroup) • Toronto Area Archives Group (@torontoarchivists) • Archives Association of Ontario East est (@AAO East est)
Structure	<ul style="list-style-type: none"> • Ideally, Facebook posts should be short, pithy, and factual. • Each post should include #archives and encourage use of any relevant hashtags (see Appendix E) • Include images when available

2. Twitter

Content	<p>Postings may include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • AAO events • Reminders for AAO submissions (e.g. call for papers, conference or workshop registration, etc.) • Archival events in Ontario (e.g. Archives Awareness Week events) • Archival news and news articles related to archives • Retweet content tweeted by other archives in Ontario about related events or news • Tweet about trending topics where applicable • Job postings
Frequency	<ul style="list-style-type: none"> • AAO_tweet: At least once a day, up to 3 times per weekday day when multiple events are taking place • Other AAO-affiliated Twitter accounts: At least once a week

Tone	Tweets should be informal, respectful, balanced, and when required, only use common abbreviations and short forms (i.e. w/ for with; ICYMI for "in case you missed it," etc.)
Responsibility	<ul style="list-style-type: none"> ● Web Administrator (@AAO_Tweet) ● Archives Advisor (@advisor_aao) ● Archeion Coordinator (@AAOArcheion) ● Durham Region Area Archives Group (@DurhamArchives)
Structure	<ul style="list-style-type: none"> ● 140 characters ● Use of common abbreviations accepted (e.g. assoc., w/, etc.) to reduce character count ● Each post should include #archives and encourage use of any relevant hashtags (see Appendix E) ● Include promotional images when available ● Other hashtags should be topical and designed to increase findability

3. Youtube

Content	<ul style="list-style-type: none"> ● Educational videos ● Promotional videos ● Recorded addresses given at AAO events (with permissions) ● Oral history interviews (anniversary material)
Frequency	As content is created and available
Tone of description	<p>The description of the video should include the following metadata:</p> <ul style="list-style-type: none"> ● Title ● Date ● Author/ Presenter ● Date published (automatic, generally) ● One sentence summary of the presentation, including date it was produced and general location (e.g. Belleville and Hastings County) ● Creative Commons Attribution license (reuse allowed) ● Closed captioning/transcript of speech for accessibility
Responsibility	Web Administrator
Structure	<ul style="list-style-type: none"> ● Provide appropriate metadata ● Provide closed captioning/transcript

4. Instagram

Content	<ul style="list-style-type: none"> ● Images from AAO Flickr account and images from the AAO Organizational History Committee ● Images from events, archives, and promotional material ● Promotional videos ● Live feed (with permissions)
Frequency	Main AAO Instagram account: between 1-3 times a week.
Tone of captions	Captions should be informal, respectful, balanced, and when required, only use common abbreviations and short forms (e.g. w/ for with; ICYMI for "in case you missed it," etc.) Captions should contain appropriate metadata, including the date, the name of the photographer, the name of any people in the image, the location that the image captures, a description of the content or context of the image (i.e. name of the event, etc.), and any relevant hashtags.
Responsibility	<ul style="list-style-type: none"> ● Web Administrator: archives.assoc.ontario ● Archives Advisor: archivesadvisor
Structure	<ul style="list-style-type: none"> ● Image or video with appropriate metadata, namely date, description, attribution, and relevant hashtags ● Each post should include #archives and encourage use of any relevant hashtags (see Appendix E)

Appendix B: Process for sending content to post on the main social media accounts

This process applies to the @AAO_tweet, @archives.assoc.ontario, and @ArchivesAssociationOfOntario accounts.

Process for sending content about AAO events and submission deadlines to post on the main AAO social media accounts (excluding conference events)

1. Please email the Web Administrator at least 4 to 6 weeks before an event or deadline with the details of the event, including the title of the event, date, time, location, description, and any posters or cover images that you would like included.
2. The host of event, the Committee or Chapter overseeing the deadline will create an event posting on the AAO website. The event posting should include the title of the event, time, date, location, cover art/posters, and any other

pertinent information.

3. If a Chapter is hosting an event, the Chapter should create an event page on Facebook. For workshops or events hosted by an AAO Committee, Chapter or SIG without a Facebook account, the Web Administrator will create Facebook event pages. Similar to the website event posting, the Facebook event should include the title of the event, time, date, location, cover art/posters, and any other pertinent information.
4. Please create the event page on the AAO website and Facebook before promoting the event on any listservs. If you are promoting on the listserv, please include hyperlinks to the event page on the AAO website and the Facebook event page. If you require assistance, please contact the Web Administrator as soon as possible.
5. If you have created specific content to promote an event or submission deadline, please fill out the [Schedule for Social Media Posts spreadsheet](#) and the Web Administrator will post accordingly. The Web Administrator may use their discretion to edit content based on character limitations, grammar, or style. Unless provided, the Web Administrator will create posts and promote events based on the scheduling template outlined in Appendix C.

Process for sending ad-hoc news, events, updates, and content to post on the main AAO social media accounts:

1. Complete the fields in the [Schedule of Social Media Posts spreadsheet](#) at least one day before you want content to be posted. Please keep in mind that there are character limitations on Twitter and audiences tend to respond to shorter posts on Facebook.

Process for sending content about AAO conference events, deadlines, etc. to post on the main AAO social media accounts:

1. Before the Call for Papers is circulated, the Web Administrator will create a conference page for the conference using the Conference YYYY template on the website.
2. The Web Administrator will use the Conference scheduling template as his/her guide for posting about the Conference, but please email the Web Administrator 4-6 weeks before the posting date with any required details, including the formal title of the event, date, time, location, description, and any posters or cover images that you would like included. The Web Administrator will work with the Conference Committee to create a schedule of postings.
3. The Web Administrator or designated member of the Conference Committee will create an event page on the AAO website for each deadline or activity affiliated with the Conference. The event posting should include the title of the

event, time, date, location, cover art/posters, and any other pertinent information. A link to the event page will be listed on the Conference page.

4. The Web Administrator or designated member of the Conference Committee will create a blog post on the AAO website for informational content regarding the conference, i.e. geographical information, general interest information, accessibility, travel discounts, etc.
5. The Web Administrator will create an event page for the Conference and the relevant social and professional development events on Facebook. Similar to the website event posting, the Facebook event should include the title of the event, time, date, location, cover art/posters, and any other pertinent information.
6. Please create the event page on the AAO website and ask the Web Administrator to create the Facebook event page before promoting the event on any listservs. If you are promoting on the listserv, please include hyperlinks to the event page on the AAO website and the Facebook event page. If you require assistance, please contact the Web Administrator as soon as possible.

Appendix C: Scheduling templates for posting content on the main AAO social media accounts

This process applies to the @AAO_tweet, @archives.assoc.ontario, and @ArchivesAssociationOfOntario accounts.

Scheduling template for posting events and submission deadlines on main AAO accounts:

6 weeks before an event or submission deadline	The Web Administrator will post once about the event on the main AAO accounts.
5 weeks before an event or submission deadline	The Web Administrator will post once about the event on the main AAO accounts.
4 weeks before an event or submission deadline	The Web Administrator will post once about the event on the main AAO accounts.
3 weeks before an event or submission deadline	The Web Administrator will post once about the event on the main AAO accounts.
2 weeks before an event or submission deadline	The Web Administrator will post twice about the event on the main AAO

	accounts.
1 week before an event or submission deadline	The Web Administrator will post twice about the event on the main AAO accounts.
The night before an event or submission deadline	The Web Administrator will post about an event on the main AAO accounts, unless the event is sold out.

Appendix D: Simplified AAO style guide

Logo Colour	<p>Hex = #587CAD RGB = R:88 G:124 B:173 CMYK = C:70% M:47% Y:11% K:1%</p> <p>*if you are looking for more diversity in colours, consider using the tints and shades of Hex#587CAD*</p>
Font	Century Gothic

Appendix E: Approved Hashtags

Archives Awareness Week	#AAWYY
Archives Association of Ontario Conference	#AAOconfYY