SOCIAL MEDIA POLICY HANDBOOK 2024

TABLE OF CONTENTS

INTRODUCTION

We are in an age in which social media plays a pivotal role in all aspects of business. Its interactivity and accessibility make it a marvelous tool for promoting membership and events, for learning and sharing, for communicating and connecting, and yet its very openness also poses challenges. The intent of this handbook is to ensure that all instances of OACETT in social media serve to protect and enhance the integrity and reputation of our organization.

This is a dynamic handbook. Any changes, additions, or suggestions that you may have are always welcome.

Questions can be forwarded to:

Julia Neilson
Digital Marketing Specialist
jneilson@oacett.org
437-292-0981

Julia Farner
Manager, Marketing & Communications
jfarner@oacett.org
416-458-7491

GENERAL PRINCIPLES

Social Media encompasses a wide range of online technologies, including Facebook, Instagram, LinkedIn, X (formerly Twitter), YouTube, Wikipedia and many more – many of which already contain a number of individual OACETT pages and channels.

Given that OACETT is a professional association with members across Ontario and beyond, and also with many chapters and regions, we are looking to have this same structure represented online' that is to say, a main "central" page, which represents OACETT as a professional organization, flanked by regional groups and pages powered by the enthusiasm and dedication of its chapter members.

If you decide to create a page or presence in a social media channel that includes, refers to, or represents OACETT, please consider the purpose of your page before starting.

- Does it represent a local chapter or promote a local activity, or would the information that you wish to convey best be presented through a central OACETT channel?
- For whom is this page being created? Members? Prospective members? Students? Engineers? General public? What do they know about OACETT? What do they know about the local chapter?
- Why is this page or site necessary? Could the information be more effectively integrated into an existing page or site?

Any and all online pages that represent OACETT or an OACETT chapter must incorporate the standard OACETT logo, business description, mission statement, and contact information.

OACETT must be contacted before any social media pages, sites, groups or channels are created by a chapter.

Please review our section on intellectual property below for guidelines.

Use good judgment. Everything that goes on the Internet stays on the Internet. Any text that represents OACETT, speaks on behalf of OACETT or refers to events in both the short-term and long term will forever be available for research and review. Therefore, when considering the creation of pages in any social media channel, please remember that it represents OACETT forever.

Tell us. We strongly encourage regional participation and autonomy. If you are looking to create and/or maintain a chapter page on Facebook, LinkedIn or elsewhere, we wholeheartedly support and embrace this. However, it is essential that we be informed of any online creations that represent the organization. Not only will this allow for smooth information flow, but a database of regional Facebook page administrators would allow us to swiftly send information and guidance on any new changes/rules imposed by Facebook or other social media undertakings. Plus, OACETT can share your local news with a wider audience when appropriate.

Relationships with external vendors: We wish to be diligent in not mixing online OACETT material with external vendors, such as through the use of sponsored links and ads. Although our members and contributors work with and for other companies, we require that the pages and sites that represent OACETT refrain from promotions of external vendors.

USE OF OACETT INTELLECTUAL PROPERTY

Logotypes

There is one distinct logotype that can be used when representing OACETT online:

The logo is comprised of the the red double T & the word OACETT.

The logotype must be visible in their entirety, with no part truncated or removed.

The logos can be used down to a minimum size of 50 pixels by 50 pixels. They can be enlarged to a maximum of 500 pixels by 500 pixels or to the point at which the image remains clear without blurring or excessive pixelation.

Larger copies and high-resolution versions of the logo can be requested from Julia Neilson, Digital Marketing Specialist at jneilson@oacett.org

The Wordmark: OACETT

In all written copies, both online and on paper, the name OACETT must appear in uppercase. It should be presented first in its full form (Ontario Association of Certified Engineering Technicians and Technologists), and then subsequently in its shortened form, OACETT.

Organization, Description and Mission Statement

When describing OACETT on Facebook pages, LinkedIn groups and elsewhere, the following information must be used exactly as presented here:

Founded: 1957

Company Overview: OACETT is a professional association that has been promoting the interests of engineering and applied science technicians and technologists in industry, education institutions, the government and the public since 1957.

OACETT is Ontario's independent certifying body for engineering and applied science technicians and technologists. Our members hold one of the following industry designations:

C.Tech. (Certified Technician)
C.E.T. (Certified Engineering Technologist)
A.Sc.T. (Applied Science Technologist) - *no longer conferred*

OACETT currently represents more than 21,000 members across the province. Certified members follow a Code of Ethics, write a Professional Practice Exam, complete a Technology Report (for C.E.T. certification) and have their academic and work experience evaluated to ensure they meet stringent national standards.

Mission Statement: OACETT is dedicated to excellence in the engineering and applied science technology profession in a manner that serves and protects the public interest.

Products: Professional certification, professional development seminars, CTEN job board, industry-specific employer & member salary surveys.

Website: www.oacett.org

Any additional questions regarding intellectual property or phraseology belonging to OACETT must be addressed to Julia Farner at jfarner@oacett.org

FACEBOOK

The main OACETT page is located at www.facebook.com/oacett

It is intended to be a centralized presence open to members, and non-members alike. This page will be used as a central promotion and information zone for regional activities as well as to disseminate news, information, and updates about the organization in general.

Follow

Click on the follow button to keep up to date on comments and activities that have been posted on that particular Facebook page.
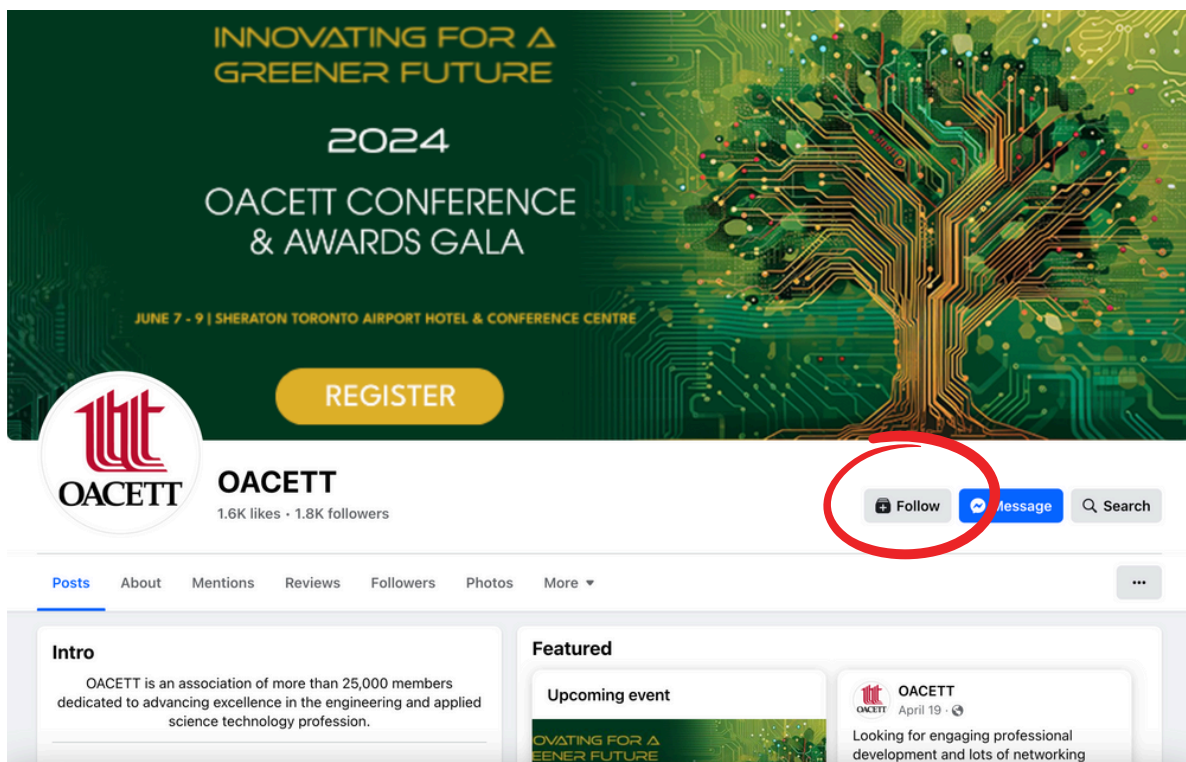
We encourage you to follow the OACETT page and to encourage your chapter members to do the same. Of course, you should also encourage your members and prospective members to follow your chapter's page as well. It all leads to more positive interactions and connections.

Creating Chapter Pages

OACETT fully supports the independent creation and maintenance of Facebook pages that represent and seek to deliver benefits to OACETT members and potential members in any given region or its chapter in Ontario

If you or your chapter seeks to create a chapter page, please keep in mind the following:

Info: Identifying the purpose of your page. Describe in a short paragraph the reason for the creation of this page. This information can be placed in the "Info" section of your page and should explain both the reason for the chapter page as well as referring to the main OACETT presence. Here is a sample:

> **Company Overview:** The Windsor-Essex Chapter is comprised of volunteers that help add value to OACETT membership in the Windsor and Essex County area. We arrange tours, speakers, and other events that may interest our various members and provide networking opportunities.
>
> We are involved with St. Clair College, our local college, by providing bursary awards, booth at job fairs and supporting clubs with donations.
>
> OACETT (www.oacett.org) is a professional organization for engineering technicians and technologists in Ontario and stands for the Ontario Association of Certified Engineering Technicians and Technologists. One of their main goals is to certify technicians and technologists and to promote engineering technology as a profession.

Administrator & Backup Administrator: Your Facebook page should include the contact information of the person responsible for maintaining the page, as well as his/her backup. This information should be sent to Julia Neilson at jneilson@oacett.org

Use of OACETT Logo: Any online page that represents OACETT, either as the organization as a whole or as a chapter, must include a correctly formatted version of the OACETT logo. Please refer to for guidelines on the use of these logos.

9

Grammatical Correctness: We strongly encourage careful attention to spelling and grammar when creating any text material that supports OACETT or its chapters. Please proof before posting.

Keeping the Page Up-to-Date and Fresh: It is wise to establish a policy of regular posting since pages that haven't been touched for months or years tend to lose their attractiveness. Establish a policy within your chapter that would allow your page to remain fresh and up-to-date, and assign a person to be responsible for the page.

Handling Negative Comments: On occasion, an individual may post to your page a comment that is negative or offensive. Comments that are offensive to OACETT or to people in general can and must be deleted immediately. However, criticisms and other potentially negative comments from members and others are best handled through rebuttal, that is to say, posting a suitable response to a negative comment. A suitable response will, in general, include verbiage that is professional and factual in nature and does not include any personal or inappropriate language. Questions about how to proceed on any Facebook page that represents OACETT should be referred to Julia Farner at jfarner@oacett.org.

LINKEDIN

OACETT has a presence on LinkedIn at www.linkedin.com/company/OACETT

LinkedIn is a social networking platform that focuses on business and professional networking, as opposed to Facebook, whote primary reason for being is social. Its core components include:

- **Individual networking:** Each member posts their profile and connects with people they know and respect professionally. This allows a member to become connected by one degree of separation from other professionals and so on. The intention is to create and grow a network of professionals who are brought together by the reputation of the company they keep.
- **Company Profiles:** Companies and organizations also maintain a presence on LinkedIn for networking, public relations, brand management, employee attraction/retention, and a host of other benefits.
- **Job Postings:** Job/work opportunities are posted on LinkedIn and for many people and for many employers, LinkedIn has proven to be a useful method for locating work or qualified candidates. Please be aware that OACETT also participates in the [Canadian Technical Employment Network](#) which maintains its own job posting service. *Competing job sites or job postings should not be posted under the OACETT name.*
- **Groups**: LinkedIn members join discussion groups related to their trade or interests—this leads to education opportunities in which discussions are held regarding resources, opportunities, and developments.

Creating Chapter Pages

OACETT fully supports the independent creation and maintenance of LinkedIn Group pages that represent and seek to deliver benefits to OACETT members and potential members in any given region or its chapter in Ontario.

If you or your chapter seeks to create a Chapter page, please keep in mind the following:

Info: Identifying the purpose for you page. Describe in a short paragraph the reason for the creation of this page.

Administrator & Backup Administrator: Your Facebook page should include the contact information of the person responsible for maintaining the page, as well as his/her backup. This information should be sent to Julia Neilson at jneilson@oacett.org

Use of OACETT Logo: Any online page that represents OACETT, either as the organization as a whole or as a chapter, must include a correctly formatted version of the OACETT logo. Please refer to page 6 for guidelines on the use of these logos.

Grammatical Correctness: We strongly encourage careful attention to spelling and grammar when creating any text material that supports OACETT or its chapters. Please proof before posting.

X (FORMERLY TWITTER)

OACETT has a presence on X at www.x.com/OACETT

X offers a potentially overwhelming amount of information, but amid the more trivial tweets, there are some of great value, created by people who work in engineering or in related fields, who have up-to-date industry knowledge, and who are willing to share it. Be discerning in what you share and whom you follow.

There are four services that X provides, and which should be incorporated into a daily social media strategy:

- **Outbound:** Releasing notes of interest, announcements and updates. There are items that your membership must find useful and equate to the types of material that OACETT incorporates into its newsletters and for the same reasons.
- **Inbound:** Following industry experts – people whose knowledge and expertise would be of value to OACETT members. These messages can be retweeted (forwarded) to X followers of OACETT. Information on developments, regulations and other industry-critical information is always available through reputable sources on X.
- **Analysis:** (Customer Awareness/Customer Service) Analyze what others are saying about OACETT. A simple search, once daily or once weekly, will reveal what other people are saying about OACETT> This can be an excellent customer relations tool, as it allows for real-time awareness and response to customers' questions, comments, or concerns.
- **Engagement:** Reacting to others' tweets through responding directly or commenting via retweet allows OACETT and its chapters to strengthen real-world relationships by connecting in the social sphere and to participate in broader discussion about the profession.

Chapter Twitter Accounts: We encourage chapters to maintain their own X accounts and to generate their own followers. In the interest of consistency, it is requested that a standard nomenclature be used to identify a Chapter as both a member of OACETT and a Chapter. Chapter X accounts are to be named in the following fashion:

@OACETTChapter, for example:

- @OACETTNiagara; or
- @OACETTEssex

Hashtags & Mentions: By hashtagging (#OACETT) or tagging (@OACETT) in a tweet, you become part of the larger OACETT conversation/body of reference. Keep this in mind for any organizations or people you are tweeting about – tagging them and keeping them in the loop promotes the connection and increases the chances of your tweet being shared with a wider audience.

INSTAGRAM

OACETT has a presence on Instagram at www.instagram.com/OACETT

A highly visual app, Instagram is known for propagating the "selfie" craze, enabling individuals to document their every moment, edit and filter the resulting photo, and post for their followers to enjoy. Despite its reputation for personal promotion. Instagram is an increasingly valuable communications tool for professional organizations. More than 70% of businesses are using Instagram, and the platform now boasts more than 2 billion monthly active users. Instagram is particularly effective for connecting with the younger cohort. Approximately, two-thirds of people between the ages of 18-29 are on Instagram.

Creativity: Instagram inspires users to share their news in a creative way. The more striking the photos or attention-grabbing videos, the more likely they are to provoke response. When selecting photos, keep in mind that users tend to engage more with ones that feature faces.

Hyperlinks: While you can include an active website link in your Instagram profile, links in posts will not be hyperlinked, so it's important that your post delivers its intended message in a self-contained burst. You can take advantage of the Instagram Stories feature to connect posts into a single narrative that viewers will experience as a slideshow.

Hashtags & Mentions: As with X, the use of pertinent hashtags (#) will expand the reach of your posts and link them to a broader campaign, event or topic. Also similar to X, using the @ sign to mention partners, collaborators or members in your post will bring them to the attention of a wider pool of relevant stakeholders.

Following OACETT: We encourage all members and potential members to follow OACETT on Instagram and X, as they are vital channels for non-confidential communications, announcements and discussion.