SOCIAL MEDIA
GUIDELINES

eRDI
Empowering Regional
Development and Innovations

ABOUT

This document will go into details of the new guidelines set for the ERDI project Social Media pages and applications. We will address 6 different opportunities to embrace our brand and ensure professionalism and consistency in our marketing endeavours.

REGULATE THE ADMINISTRATORS ON ALL SOCIAL MEDIA

Regulating the administrators of our social media pages/application will enable us to monitor the consistency, branding and content. We will be able to minimize unnecessary posting and be able to edit more thoroughly. We have implemented new time management efforts in order to maximize efficiency. We will be able to interconnect all of our social media. Finally, we want to keep our editor educated on all topics related to social media and its trends. We do encourage you to share the posts and pictures on your own accounts to boost public traffic of the page/application.

ADDING VALUE AND PURPOSE TO ERDI

To add value and purpose to ERDI we will follow specific brand standards. These standards allow the ERDI projects social media to keep all information broadcast to have purpose and flows through our values. It makes sure we can follow our specific project plan and reminds the public of who we are.

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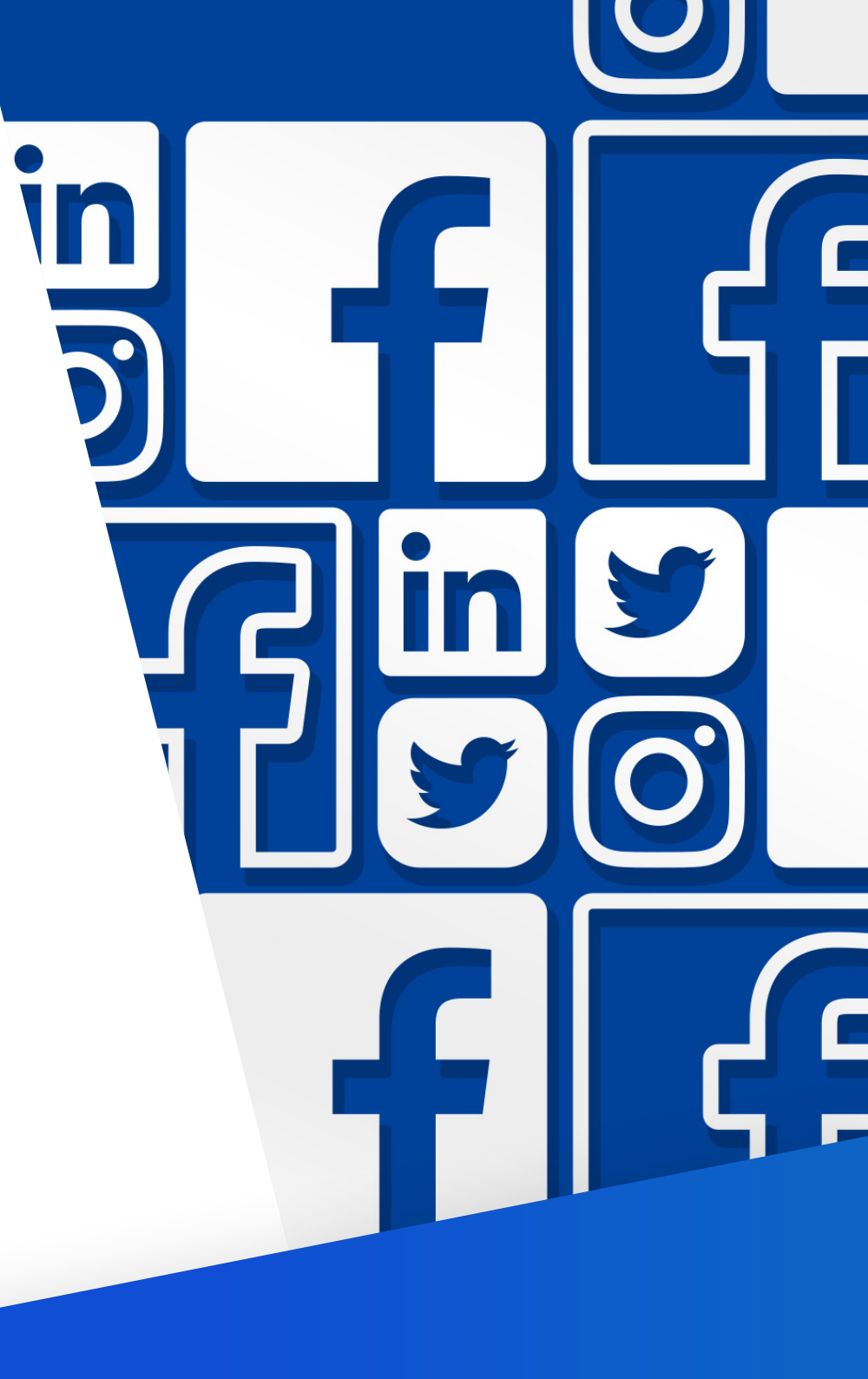
CONSENT

By asking consent to anyone that is on a picture on the social media, we will ensure no issues can occur after the postings. We want the person involved in the picture/post to give consent and let us use their name. This will help personalize our postings and potentially give this person a sense of community.

OVERVIEWING

Having a designate in charge of double-checking language and spelling will help our brand and professionalism and make sure these guidelines are met.

TIMELINES

Being consistent in social media is key. We have a schedule that will be followed for consistent post timing, which includes what day during the week and what time a post is sent. We will also be able to have a more consistent response time with this method.

BRAND

Making sure our brand is in use is critical to legitimize our social media efforts. We need to know our audience and orient our brand towards the right people in order to have full use of our social media tools.
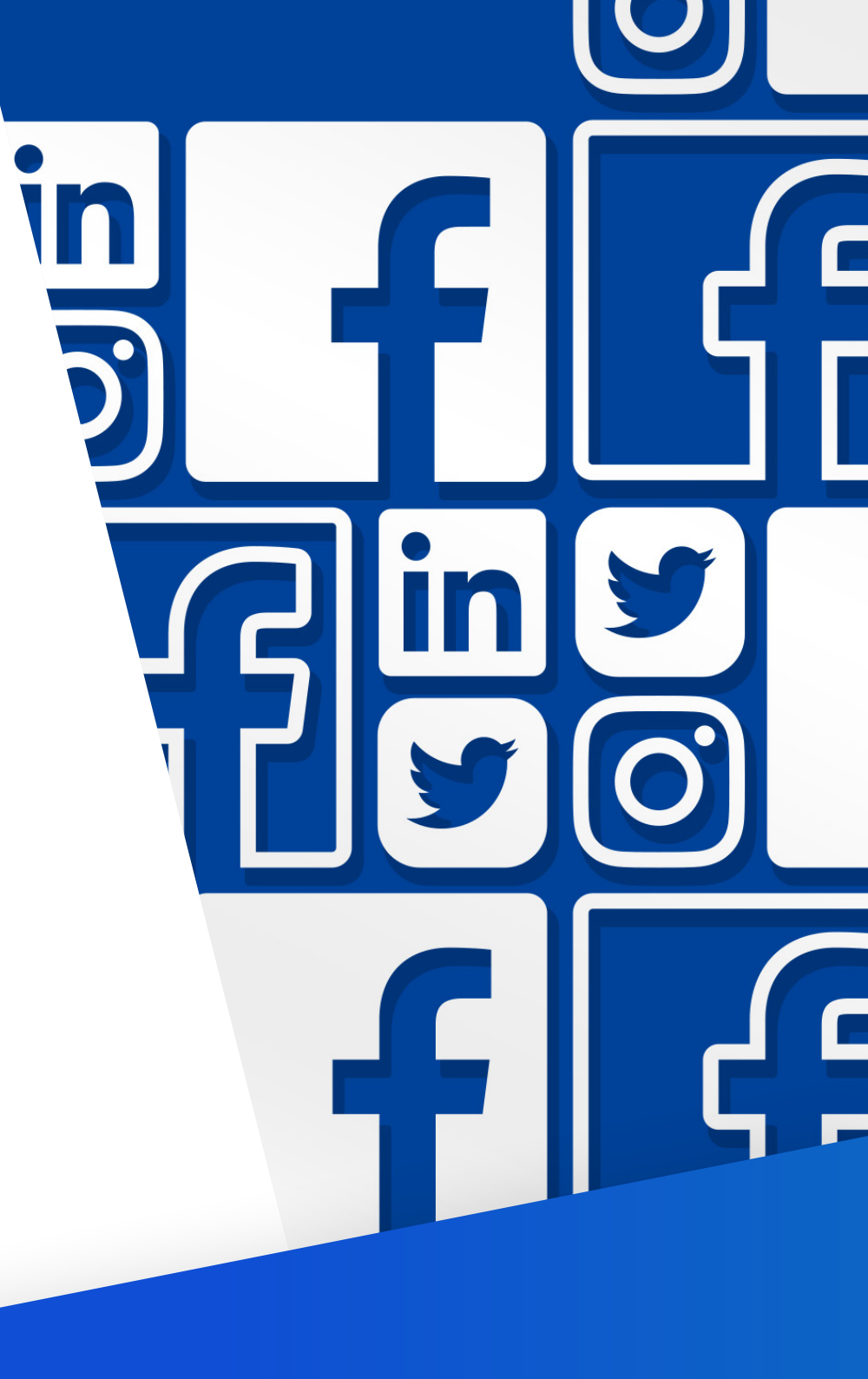
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