

# DIGITAL MEDIA MEMBER POLICY

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## 1. PURPOSE OF POLICY

Burlington Downtown Business Association is a local board of the City of Burlington. Its mandate is to administer the BIA (Business Improvement Area) for the Burlington’s downtown small business community, with duties clearly defined by The Municipal Act, 2001 to:

“Beautify and maintain the publicly-owned lands within the BIA (Business Improvement Area) and promote our Downtown area as an entertainment, shopping and dining destination”

The purpose of this document is to clearly define the guidelines & expectations of BDBA business members as they pertain to following:

- Social Media
  - Instagram
  - Facebook
  - Twitter
  - YouTube
- Digital Media
  - Website content
  - Blog content
- Marketing Initiatives
  - Email marketing
  - Video content

This document will also provide information on the regulated standards regarding the use of digital communications, as well as the associated Breach of Policy and its use case. Digital communications is used in reference to any material and / or message being distributed in an online format.

## 2. SCOPE OF WORK: SOCIAL MEDIA

BDBA employees are not the key drivers for social content pertaining to BDBA business members. BDBA business members are responsible for the generation and upkeep of social content pertaining to their business. This includes usage of Instagram, Facebook, YouTube, TikTok or any other additional social media platform. Members and representatives of Burlington Downtown Business Association are expected to understand and demonstrate the following guidelines. These guidelines include but are not limited to the following:

- Being respectful to all fellow members, BDBA employees and those within the community across social platforms
- BDBA does not guarantee social media sharing of every BDBA member's business - social media content is captured based on the internal BDBA team content calendar, not the agenda of a member's business
- BDBA does not guarantee to share across its social media channel member made imagery or graphics
- BDBA holds no responsibility or requirement to re-share any social media content created by members
- BDBA will use its discretion when choosing what business members' content to repost and / or reshare
- BDBA holds no responsibility or requirement to respond to direct messages from business members, and will use its discretion when choosing to respond
- BDBA will not share across its social media channels any member made business promotional material
- BDBA is not responsible or required to drive sales to a member's business
- If a member is also a sponsor of a specific event, series etc. they can expect to be featured across BDBA digital and social channels as outlined in the agreed-upon sponsorship package
- BDBA members are encouraged to re-share BDBA social media content on their own social media channels
- BDBA holds the right to pause all communications about a member across social media and digital channels for 6-12 months when an incident that does not align with BDBA values occurs (*please see section 6 of policy*)
- BDBA will not engage in debates of any kind in a public forum
- BDBA will redirect any negative conversations or comments offline and into an alternative format, such as a private telephone call or email

- BDBA members are expected to use social media with good judgment and common sense. Consider the below before posting to social media platforms:
  - Is what I'm about to share a good reflection of my business?
  - Is this content appropriate for the customers that walk in my door?
  - Would I feel like sharing this in front of a crowd of people in person?
  - Is this image clear? Is this video audio good? Does everyone in the image look presentable? Does this piece of content make me feel proud?

### **3. SCOPE OF WORK: MARKETING INITIATIVES**

BDBA employees are not the key drivers for marketing initiatives pertaining to BDBA business members. BDBA business members are responsible for the creation of assets, delivery of assets and overall management of marketing efforts pertaining to their business. Members and representatives of Burlington Downtown Business Association are expected to understand and adhere to the following guidelines. These guidelines include but are not limited to the following:

- BDBA holds no responsibility or requirement to create advertisements or advertorial / promotional content for members
- BDBA holds no responsibility or requirement to disseminate any member made advertisements or advertorial / promotional content
- BDBA holds no responsibility or requirement to provide marketing assistance to any particular business member
- BDBA holds no responsibility or requirement to drive sales to a member's business
- If a member is also a sponsor of a specific event, series etc. they can expect to be featured across BDBA marketing channels as outlined in the agreed-upon sponsorship package
- BDBA holds the right to pause all marketing initiatives about a member across all marketing channels for 6-12 months when an incident that does not align with BDBA values occurs (*please see section 6 of policy*)

## **4. REGULATION OF SOCIAL MEDIA & MARKETING: FOR MEMBERS**

BDBA members are expected to produce social media and marketing content that is respectful and inclusive to all members of our community. Members and representatives of Burlington Downtown Business Association are expected to refrain from creating and posting social media and marketing content that goes against the following regulatory measures. These regulatory measures include but are not limited to the following:

- The sharing of misinformation with the community that goes against city laws, regulations and guidelines
- Sharing confidential information regarding BDBA with fellow members or community members
- Sending content or business updates to the BDBA team and forcing or insisting they share it across social media and newsletters
- Acting negatively, aggressively or harassing fellow BDBA members, employees or those in the community either online or offline
- Posting or uploading content that is offensive, inflammatory or provocative, including swearing and obscene or vulgar comments
- Using language that is discriminatory, hateful, or violent towards identifiable groups or that incites others to discriminate, practise hate or violence
- Uploading content that breaks the law or encourages others to do so. This includes but is not limited to defamation, breaching privacy, breaching another person's intellectual property rights such as copyright, condoning illegal activity and contempt of court

## **5. REGULATION OF SOCIAL MEDIA & MARKETING: FOR EXTERNAL AUDIENCES**

BDBA staff are expected to maintain a casual yet professional tone while addressing audience members in the community, across varied social media and digital marketing platforms. Representatives of Burlington Downtown Business Association are expected to observe and, when necessary, redirect negative comments and content pertaining to social media and digital media distribution. These regulatory measures include but are not limited to the following:

- Disengaging from debates, arguments or like conversation on a public forum
- Addressing any contentious, negative or derogatory remarks offline, by means of a personal phone call or email
- Disengaging from interactions with contentious, negative or derogatory commenters
- Initiating safety protocols from contentious, negative or derogatory accounts



## **6. BREACH OF POLICY**

Refusal to adhere to the aforementioned and associated regulations will result in breach of policy. Under the case of breach of policy, BDBA team members will contact the applicable business(es) to inform them that a pause on all communications across all social media, digital media and marketing channels will be put in place for a period of 6-12 months. After which time, reinstatement of communications will be revisited by BDBA team members and the BDBA Board of Directors.

## 7. BDBA EMPLOYEE COMMUNICATIONS

BDBA members are expected to take into account the following points when interacting with BDBA employees:

- BDBA employees are responsible for monitoring member social and media channels frequently but are not required to respond, share or interact with every single BDBA member channel on a constant basis
- BDBA employees are not required to act as business tech or social media support for members. Members may be given opportunities to learn about social media through BDBA workshops throughout the year
- BDBA members are asked to reach out to the BDBA team within Mon-Fri, 9-5 working hours. Outside of this time a response by the BDBA team is not to be expected
- All inquires are noted to be given a 48hr wait period for a response from the BDBA team
- If further questions or support is required from a BDBA member, below are the communication channels for BDBA staff:
  - Executive Director - [brian@burlingtondowntown.ca](mailto:brian@burlingtondowntown.ca)
  - Membership Engagement - [membership@burlingtondowntown.ca](mailto:membership@burlingtondowntown.ca)
  - Events - [events@burlingtondowntown.ca](mailto:events@burlingtondowntown.ca)
  - Marketing - [marketing@burlingtondowntown.ca](mailto:marketing@burlingtondowntown.ca)
  - Social Media - [letsgetsocial@burlingtondowntown.ca](mailto:letsgetsocial@burlingtondowntown.ca)
  - Office Management - [lorrie@burlingtondowntown.ca](mailto:lorrie@burlingtondowntown.ca)





## **8. ANNUAL REVIEW**

This policy will be reviewed once per calendar year. It will be presented to and reviewed by the BDBA Board of Directors.

All BDBA employees and members will be provided access to a copy of this policy. BDBA members are encouraged to participate in BDBA surveys to support our team in effort to better understand member concerns.

## 9. MEMBER FAQ

### **Who manages the BDBA social media and digital channels?**

Alison Policicchio is the Marketing Manager for BDBA. Her core responsibility is the planning and overseeing of all marketing initiatives throughout the calendar year. Leah Janicijevic manages the social media accounts for BDBA. Working alongside Alison, Leah works to generate, post and moderate content on the various BDBA social media channels. These streams are managed in tandem through an in-depth Content and Communications Calendar.

### **How does content get chosen?**

The BDBA Content and Communications Calendar is preplanned by calendar month, and contains various elements such as themes, ideas, events and notable days (Valentine's Day, Mother's Day, etc). Most months are planned out well in advance of their happening. However, on occasion, there is room for spontaneous content. If businesses supply the BDBA team with content or post their own content on social channels, that fit within the BDBA team's content plan, then they may be shared by the BDBA team.

### **What kind of information is BDBA looking to share about businesses in Downtown Burlington?**

Here's a list of content we look for when choosing what to share on social media regarding our members:

- On-demand event coverage by our BDBA team
- New business announcements
- New launches
- Press material
- Information pertaining to those within BDBA boundaries
- Third-party events (*including member events*)
- BDBA Members cross-promoting fellow downtown Burlington businesses in addition to their own (*where you eat, shop, workout, collaborate etc.*)



**How can I create content or get BDBA to come and capture content about my business?**

There is no priority list in regards to members. The more you engage, comment and interact with the BDBA social channels and community the more you will be top of mind for BDBA to consider working closely with when it comes to post ideas.

If you're a new business looking to be featured and BDBA has not yet onboarded you please reach out to [membership@burlingtdowntown.ca](mailto:membership@burlingtdowntown.ca).