



Policy: Social Media Marketing

Policy Number: OU03

Effective Date: June 26, 2018

Editions:

The Coalition is responsible for marketing our brand in the community. Appropriate social media platforms will be used to reach families, providers and the community with pertinent information, delivering it in unique and engaging ways. Social media posts will include topics such as Coalition services, community resources, provider resources, events and other information relevant to our target audiences and mission.

Posts will be scheduled at a frequency that is most engaging with followers, based on each individual platform. Social media accounts will be managed and monitored by limited staff and volunteers as authorized by the Director of Community Partnerships. The Director of Community Partnerships will also outline procedures to clearly set expectations, protect brand reputation and increase advocacy related to Coalition owned and operated social media accounts.