



Real Estate Regulators of Canada
Autorités de réglementation du
courtage immobilier du Canada

Best practices in social media

The RERC/ARCIC is a collaborative forum, which mission is to enhance its members' effectiveness to achieve and sustain regulatory excellence. The RERC/ARCIC supports its members in the regulation of the real estate industry by, being collaborative, inclusive, and outcome oriented, by developing common occupational and practice standards and strategies to address common regulatory issues, by supporting members as effective stewards of the public interest and speaking as a trusted voice for its members.

The RERC/ARCIC recommends best practices for operating and managing social media as regulatory bodies, based on prevailing best practices for non-profit organizations. Recommendations for effective social media communications are based on an audit report and include:

- Developing a communication plan for each platform (strategy, objectives, audience, tactics, goals, timeline, analysis and monitoring) (p. 9);
- Developing a refined focus on platforms and audiences (p. 13);
- Having paid promotions, influencer campaigns and registrants as distribution networks (p. 15);
- Using visuals and videos – they are very important (p. 16)
- Developing and using different form of engagement (p. 17): reactive engagement means replying to all @ mentions – it is essential. Proactive engagement means searching for conversations and discussions related to industry topics and engaging within those trends – it is more challenging but helps ab organization build brand awareness and reach new audiences.

Regulators should develop policies and processes for authorized social media employees as well as for employees who don't have access to corporate accounts but engage on their personal accounts. What should be the content of this policy? (p. 18). It is also best practice to establish a Response Matrix for authorized social media employees (p. 19).

The pros on using social media include building brand awareness, humanizing the organization, customer service, reaching target audiences and new audiences, monitoring stakeholders and critics, promoting products and services, conduct research, increase website traffic, crisis communication. You also need to be aware of the cons: resources (at least one dedicated employee is needed), time, slow results, knowledge (you must keep up with trends to be successful), potential backlash (sometimes, content can receive negative feedback) (p. 3).

In summary, the best organizations in social media promote values over products and make emotional connections with their audiences. Transparency and accountability across all forms of communication is critical for them. Rich media content is key (video, livestreaming and engaging imagery are here to stay) and micro-influencers, storytelling and live social media is trending upwards.

Social Media Best Practices For Canadian Real Estate Regulators - Audit and Report

July 25, 2018



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Scope of Work:

- A.** An audit of RERC members' and other leading regulators' social media presences (attached)
- B.** Overview, executive summary and key findings
- C.** Communications planning and a summary of best practices for operating and managing social media as regulatory bodies
- D.** A roadmap for launching social media
- E.** Current trends and best practices for 2018 and beyond

Objective and Methodology:

The objective of this audit and report is to identify the best practices for the use of social media by real estate regulators in Canada.

The report analyzed 12 organizations' social media efforts and presences on the major social media channels, where available/active. (Facebook, Twitter, Instagram, YouTube, LinkedIn.)

Methodology for the audit and report took into account both quantitative and qualitative measures. The audit **(A)** portion presents data in chart format, in the attached Excel document with 12 tabs – one for each organization. The time period analyzed for the audit was content from Jan. 1, 2018 – June 30, 2018. An additional six months of data was analyzed, where necessary depending on the organization, to collect enough data for analysis.

Understanding the importance of using social media is presented in the overview **(B)** section below. The best practices **(C)** and roadmap **(D)** portions are presented within this document. Both the best practices and roadmap sections were produced in relation/response to the key findings derived from the audit. Section **(C)** and **(D)** also offer a series of recommendations for RERC members. A set of industry best practices and trends have also been included and labelled as section **(E)**.

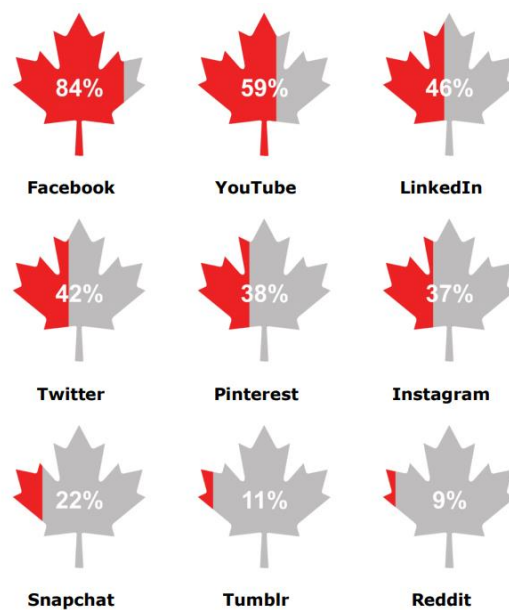
B. Overview, executive summary and key findings:

Should RERC members use social media?

Consumers, industry professionals, media and government audiences communicate daily on social media. Social media channels have become a go-to resource for everyone looking to communicate with organizations and the various publics. With the decline of traditional media, social media channels have become one of the most powerful ways for organizations to reach their audiences, quickly, directly and cost-effectively.

Social media usage by the numbers (2017)

Percentage of online Canadian adults with an account on the following platforms:



Source: Survey conducted June 1–July 15, 2017. “State of Social Media in Canada 2017” Ryerson University Social Media Lab

Beyond the fact that a significant number of Canadians are using social media, there are several reasons why RERC members should consider being active on social media. Below is a list of pros-and-cons for having a strong social media presence. (Determining the appropriate channels for activity and style of content will be presented further on in this report.)

Pros – social media for organizations	Cons – social media for organizations
Build brand awareness – having a presence enables audiences to find, learn about and connect with your organization.	Resources – it does require at least one employee to manage the online efforts (graphic designer, communications professional, etc.)
Humanize the organization – speaking with people, as people, enables a better understanding and trust of what the organization stands for.	Time – it does require dedicated effort each day to monitor, engage and produce content. Ideally, monitoring should not occur only within set business hours as social media “does not sleep.”
Customer service – addressing questions or concerns is an integral part of social media. If you aren’t online, how will you know who is talking about you? And what are they saying? Can you assist them?	Slow results – it may take some time to achieve tangible results, especially at the beginning.
Reach your target audience – speak to your audiences on the channels they use.	Knowledge – the channels move fast and you must keep up with trends to be successful.

Reach a new audience – increase your organization’s awareness levels by engaging with people online by sharing useful content.	Potential backlash – sometimes your content can receive negative feedback/response. It’s important to understand what to do if this happens. (Contingency plan – see section D of this report).
Monitor stakeholders/critics – what are your stakeholders/critics doing well and poorly? Are there ways to borrow/incorporate the good ideas from a stakeholder? Do they have content you can share on your platforms? Can you address, and perhaps even quell, a critic’s concerns?	
Promote products and services – drive people back to your website and increase interest in your education resources, and information about your services.	
Conduct research – what do your audiences want to know more about? Use the information to help dictate what you communicate.	
Increase website traffic – share valuable content and people will be encouraged to visit your website(s) and engage more actively with your organization.	
Crisis communications/reputational management – if something goes wrong, or there is something you must address, social media enables immediate two-way communication.	

Executive summary:

RERC members have produced and shared thousands of pieces of content across all social media channels in 2018. Much of this work has presented a clear industry position and has been adapted to the various channels for dissemination. Facebook and Twitter have proven to be the most successful platforms for the majority of the organizations in this audit and report.

Instagram, LinkedIn and YouTube present the greatest opportunity for RERC members to reach new audiences and continue building brand exposure – in different ways. The recycling of content from Twitter and Facebook to these three platforms is not the most advisable strategy for effective social media communications, but is the current approach for many organizations. Each platform is unique and, ideally, requires a separate strategy to engage audiences within these channels, in a style most appropriate to the channel.

Key findings derived from the audit:

1. Engagement: Reactive engagement was a highlight – each organization addresses @ mentions in an appropriate manner. However, more proactive engagement with industry professionals and public/consumer audiences should be considered. This would largely depend

on your organization's resources and staffing, as it would entail more lengthy conversations and replies to other users' content. Rather than treating each account as a posting board, consider using the platforms to ask questions and address questions not currently being directed at the organization's account.

*Reactive engagement: Each organization addresses their @ mentions on each channel currently.

*Proactive engagement: **Searching** for conversations related to the industry and embedding the organization within those threads. No @ mention is required to engage proactively.

For example: @JaneDoeUser: Thinking of buying a new home but I don't have any idea how to start the process.

RERC member: Hi @JaneDoeUser, how exciting! Here are some good tips to help get you started (link to content). When are you thinking of buying?

Whether you engage proactively or not, it is recommended that each organization use a monitoring system (Tweetdeck, Hootsuite, Sprout Social, Sysomos, Meltwater, etc.). If you wish to find conversations related to the industry, establish simple search terms such as: "Buying a home" AND "Alberta." Similar to media monitoring systems, searching for keywords will help locate conversations and allow for proactive engagement. (More on this in section D).

2. Visual content: More video and unique visual content (gifs, infographics and Facebook carousels) is advisable. Many of the shared images are stock photos, which are good – but a greater emphasis on unique/original visuals, or even stylized stock images, will produce even better engagement rates. This is especially true on Instagram, which is a visual-first platform.

Sample stock photo:



12:54 PM - 12 Jun 2018

Sample infographic:



12:55 PM - 2 Apr 2018

3. Refined focus on audiences: Content should be tailored to each platform and to each audience. Each channel has a different audience and content should speak to each audience in a unique way. For example, LinkedIn is typically not where home buyers and sellers go for advice, so tip-heavy content on LinkedIn for this audience isn't necessary.

Note: If content can be shared across all platforms, it should be sized accordingly (photos on Twitter are generally sized differently than Facebook, for example). The text copy should also be slightly modified on each channel. For example, longer posts might work better on Facebook than Twitter.

Here is an example of good content for Twitter as it speaks to a consumer audience and provides an image with a link for more information. This post would not be advisable for LinkedIn as the audience on your LinkedIn page is far more likely to be made up of industry representatives (or perhaps aspiring real estate reps), not buyers and sellers.

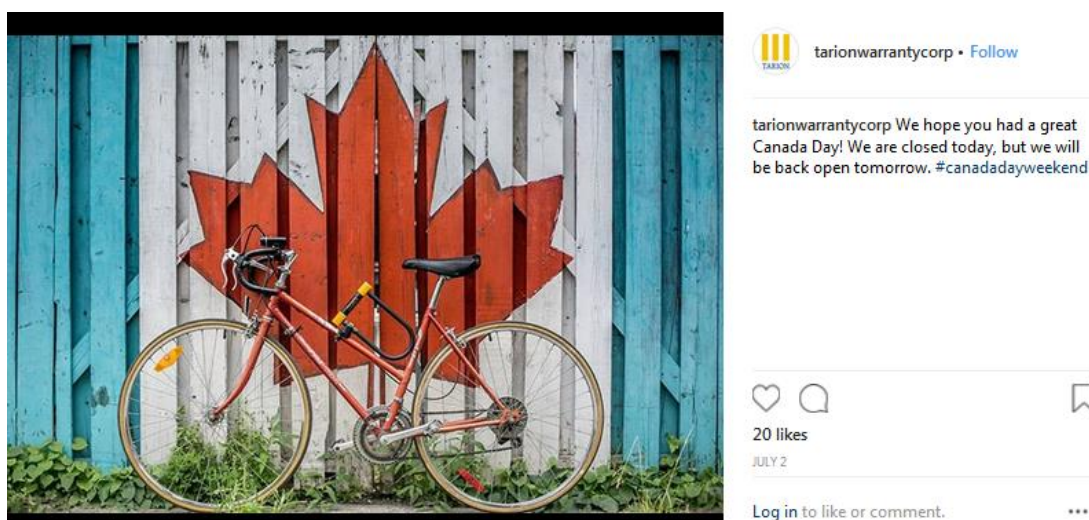


Here is an example of good content for LinkedIn as it speaks to the appropriate audience, shows leadership and advances RECA's credibility with business professionals.



4. Branding differently on each platform: Audiences require different experiences on each platform as it's how they've been trained to handle each one.

Here is a good example of content for Instagram. The main focus on this post is the stunning image. As Instagram is a visual-first platform, the image carries more weight than the caption. When users use Instagram, they are focused on scrolling through images first and reading captions second (if at all). This image has “thumb-stopping” ability, which means users will be drawn to the beautiful image and take a second to consume the photo. The caption for this post is also appropriate for Instagram as it humanizes the brand and focuses on a lifestyle or what the brand stands for – beyond just the corporate mandate.



5. Paid campaigns and influencer programs:

Since many platforms now have a “pay to play” model, you may consider paying to have your content disseminated more widely. One way to do this is through sponsored posts. Paid campaigns work best on Facebook and Instagram as these platforms tend to yield the most impressions per dollar spent.

Another way to cast a net is via influencers, which are essentially social media celebrities with expertise in a particular subject. For example, paying a home/lifestyle influencer to deliver your message on Instagram and/or Facebook can get your message to more people, widen your audience and increase brand exposure.

Here is a good example of a paid influencer post. The user is considered a “social media influencer” as he has a very large and dedicated following. His post, on behalf of Insurance Bureau of Canada, has the ability to reach many more people than if IBC posted it on their own account. As well, he is a trusted voice in the community, so it adds credibility and trust to the companies he partners with. (Influencer campaigns can be similar to celebrity endorsements.)



6. Discipline decisions: Based on the audit done for this project, it is rare, but not unheard of, for regulators to post their discipline decisions to social media. The decision whether to post discipline matters should be based on your organization’s risk tolerance and capacity to address follow-up questions, as this type of content may generate a spike in online engagement. On the one hand, posting discipline decisions are a chance to showcase your organization’s core regulatory function. On the other hand, it is more controversial content than tips and advice for consumers and the industry. When determining whether or not to use social media to amplify recent discipline matters, consider which platform and audience type are most appropriate.

C. Best practices – Communications planning and summary of best practices:

This best practices report has been produced in response to the key findings derived from the audit portion of this project, and is based on prevailing best practices for non-for-profit organizations in general. They've been highlighted in the executive summary of this audit and report document (B). The key findings were gathered after analyzing the 12 organizations in the audit as there were several similarities and opportunities for improvement across all organizations. This portion of the report also makes a series of recommendations for effective social media communications.

1. Develop a communications plan for each platform:

- For campaigns or general strategic direction of your social efforts on each platform, an online communications plan should be produced and implemented.
- Just like standard PR/communications/marketing efforts, the same rules apply to online communications.
- For each platform, create a social media plan that answers/addresses these needs/questions:
 1. **Strategy** – What's the platform and overarching reason for engaging on that channel? Why are we here?
 2. **Objectives** – What are we trying to accomplish on this platform?
 - Educate consumers?
 - Become a credible authority?
 - Spark a movement?
 - Become an industry leader or subject matter expert?
 - Reach a new demographic?
 - Build brand awareness?
 - Change perception of the brand?
 3. **Audience** – Who are we trying to speak to? And is this the best platform for that audience? How does our audience engage on that platform?
 4. **Tactics** – Which tactics work for our audience on this platform? Do they like contests? How-to content? Videos? Long-form story-telling? Jokes and memes? Infographics?
 5. **Goals** – Ensure they're measurable. Are these goals S.M.A.R.T. (Specific, measurable, achievable, realistic, timely)?
 6. **Timeline** – How long will it take to reach our goals? Can we set check points?

7. **Analysis and monitoring** – How will we analyze our efforts? Can we set benchmarks and compare our new work against that? How are we doing and is there something that is working better on another organization’s account?
8. **Content library** – Do we have enough content to share on social media? Do we need to allot time to building a library of resources that we can readily share with our audiences?
9. **Review** – What worked and what didn’t? How can we improve?

2. Refined focus on platforms and audiences:

Expanding on a point made earlier in this report, each platform is different and should be treated differently from a content and engagement standpoint. The audiences on each platform are different as well – at least in the way they use each platform.

Here is a simple infographic explaining the differences between each platform (at a very high level):



Breaking down platforms and audiences:

Twitter

- **Open community – think dinner party.** Many conversations take place in one large room. Find the right conversations and engage in a professional manner on behalf of the organization.
- Content should be insightful & focused on the organization’s goals. This is the opportunity to really teach/show what you stand for.
- Consumers, stakeholders and industry professionals are looking for quick-hitting tips and facts related to your organization on Twitter.
- Content should be engaging, timely and valuable.

- Best branding technique: speak to consumers as a credible authority in the industry. Tips, helpful info and industry insight.
- Good example from OACIQ:



Facebook:

- **Family community – think dinner table.** You're communicating with "friends" on Facebook. They've already liked your page and are interested in your content.
- Content should be warm and welcoming. The "fans" already have your support.
- Don't preach to the converted.
- Posts can tell a story and engage in longer-form copy.
- This is the opportunity to welcome your fans to your table and discuss what makes your organization unique and valuable.
- Best branding technique: speak to consumers as a trustworthy and approachable voice in the industry.
- Good example from FCNB:



Instagram:

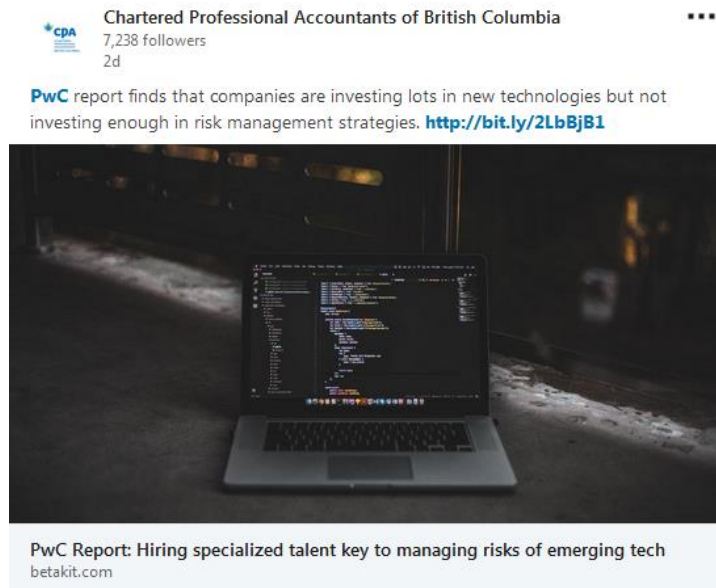
- **Visual community – think art gallery.** We engage on Instagram for eye-catching visuals.
- Short tips on images don't have "thumb-stopping-power" so users typically scroll over that content.
- Arguably, Instagram users are generally in a more passive frame of mind when they engage with the platform, so let the appealing visual carry the message. The captions can help tell your brand story or provide more info, but let the visual connect with consumers (buyers, sellers and renters), first.
- Stunning visuals over tip-heavy content.
- Best branding technique: rely on eye-catching photos of home, love, family, trust and empowerment. This humanizes an organization. Consumers can trust a soft brand with attractive visuals on Instagram. What does your organization stand for? Is it possible to convey that visually? If so, Instagram is the place to do it. If not, Instagram may not be worth the effort.
- Good example of branding with "home" from IBC:



LinkedIn

- **Business community – think networking session/professional conference.**
- Content should advance credibility, demonstrate leadership.
- The audience on LinkedIn is generally industry professionals; they don't require home buying and selling tips and consumer-first messaging.
- LinkedIn should be an opportunity to demonstrate that your organization is a credible authority in the industry that can be trusted within the business community.
- It can be a recruitment tool too – display your corporate culture.
- Best branding technique: speak professionally, offer commentary on issues relevant to the industry and demonstrate credibility on all issues related to your organization.

- Good example from BCCPA:



3. Recommended content strategy for RERC members

- To summarize the key findings and advice contained within the audit and report, the recommendations for content strategy and branding, for each platform, are as follows:

Twitter	Facebook	Instagram	LinkedIn	YouTube
<i>Thought leadership, news & education</i>	<i>Education, consumers-first</i>	<i>Lifestyle: Home, family, love & trust</i>	<i>Thought leadership</i>	<i>How-to content, events & education</i>
Consumer & Industry focused	Consumer focused	Consumer focused	Industry focused	Consumer & Industry focused
Opinion & thought-leadership for events & industry news	How-to content	Stunning visuals that convey feelings of warmth, love and family – “the home”	Industry positioning and expert commentary on news or developments within the industry	Home base for all video content to be shared across all platforms
How-to content	What you need to know content	Captions to reinforce the message from your organization with links in bio to more info	Executive profiling	Separate the videos into playlists for each audience, campaign and/or purpose
Tips and info on your organization’s consumer protection work	Tips and info on your organization’s consumer protection work		Credible authorities on all things related to real estate regulation	
Proactive engagement	Corporate culture (working at charities, extra-curricular activities, CSR initiatives, the community)			

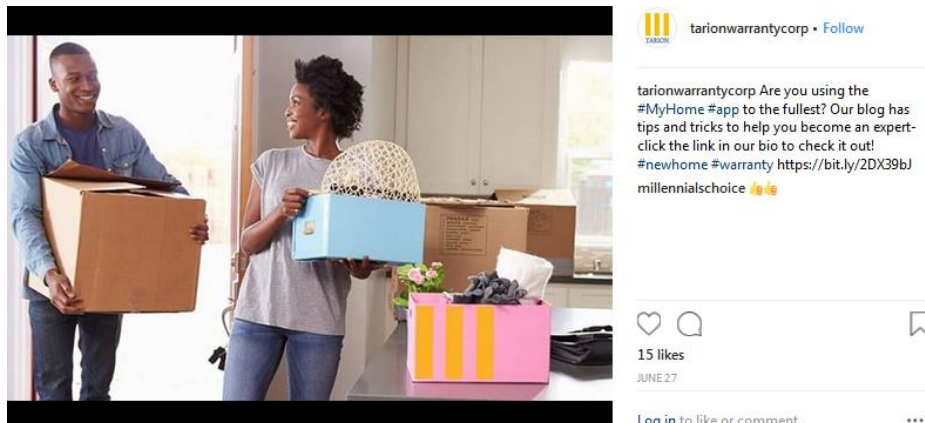
Twitter:



Facebook:



Instagram:



LinkedIn:



4. Paid promotions, influencer campaigns and registrants as a distribution network:

Paid social

- When thinking about promoting posts on social media, consider an “always-on” strategy for Facebook and Instagram. Or, if budgets are limited, consider promotion for selected periods of time, centered around a campaign or an event.
- Costs vary based on budget, but Facebook and Instagram are increasingly moving towards a “pay-to-play” model. This means that organic posts may experience less-than-stellar engagement rates (even from your own followers) as Facebook’s algorithms favour paid campaigns.
- Many of the engagement rates found within the audit were low and would benefit from even a modest investment in advertisements (especially on Facebook).
- The recommendation is to promote posts on Facebook – first; Instagram – second; Twitter/LinkedIn – third. (Twitter and LinkedIn are more expensive and engagement success is less certain, especially on Twitter).

Influencer campaigns

- Once the brand is established online, and on the selected platforms, consider an influencer partnership with a local micro-influencer.
- Influencer rates will vary based on their following, their influence and the style of posts they share.
- Influencers are credible to their audiences on a particular topic and by partnering with an influencer, your brand can gain exposure and credibility.

- Influencers have a loyal and built-in following, so working together can increase brand exposure and authority instantly.
- The key is to select influencers that are influential in your subject area. (Think consumer advocates, real estate professionals, home décor enthusiasts, DIY'ers, etc.)
- Macro-influencers (massive followings) can be expensive and the audience may come from all over the country/world.
- Micro-influencers (medium to large followings) are more affordable and their audience is typically more engaged and closer in geographical proximity. (It's easier to target just "Halifax" audiences or "Calgary" audiences with micro-influencers, for example.)
- The recommendation is to partner with a local micro-influencer with an engaged audience and connected to the industry in some capacity.

Licensees/Registrants as a distribution network

- Many real estate representatives are likely using social media to promote their businesses, and they need content too. If they view your content as helpful for their clients, they may generate a considerable amount of engagement in sharing your posts.
- The recommendation is to foster this opportunity by welcoming them to share your consumer protection content. You may also wish to consider providing them with direct access to some of your branded resources, in an effort to expand your organization's online reach.

4. Visuals and videos are important

- With the emergence of Instagram and YouTube as top social media platforms, users have grown accustomed to consuming visuals and video on all social media channels.
- Visuals and videos help tell a story and should be a key component in all social media efforts.
- Stock images are good – but take them one step further. By custom-designing visuals, even with simple-text overlays, it will increase the chances of users stopping to read your content and help build brand stickiness (the ability for a user to immediately recognize the source of a post based on its appearance.)
- Video is growing in popularity – short, quick-hitting animated or real-life videos or are becoming more popular as all social media channels are making use of in-feed play options, so users can watch it in the platform they're on rather than linking to YouTube.
- Captions on videos are also very important as many mobile users (the majority of social media users) consume video without sound. The captions help tell a story or convey a message without the use of sound.
- The recommendation is to build an asset library with several images, designed stock images, infographics and short videos.
- The library can be produced once and simply added to when new campaigns or initiatives arise.

5. Engagement – reactive and proactive

- **Reactive engagement:** replying to all @ mentions is essential and was a highlight in the audit.
- **Proactive engagement:** searching for conversations and discussions related to industry topics and engaging within those threads.
 - Proactive engagement is more challenging and time consuming than reactive, but helps an organization build brand awareness and reach new audiences.
 - For example: If a Twitter user mentions buying a home in (city/province)... you can respond with information or simply ask a question. This will put your organization in the mind of the consumer and build trust and awareness.
 - The goal is not to simply push out corporate messages, however. The goal is to speak to the consumer on a personal level and have a conversation that is mutually beneficial.

Example:

@JaneDoe101: Thinking of buying a new home in (city/province). Not sure I know what I'm doing or if I need an agent...

Good proactive response that builds credibility and fosters a relationship:

@RERCmember: Hi Jane, @JaneDoe101, maybe we can help with that question. Please send us a DM and we can offer some assistance. In the meantime, have a look at this FAQ document that outlines some important things to consider... (link back to site).

- Proactive engagement takes time but is essential when trying to reach new audiences and build credibility with consumers.
- The recommendation is to use a platform like Tweetdeck or Hootsuite to find conversations related to industry topics and engage with people, like people.
- Here is an excellent resource and video on how to find conversations through Hootsuite search streams: <https://help.hootsuite.com/hc/en-us/articles/115002205467-Add-a-search-stream>

D. Roadmap for launching social media:

This roadmap for launching social media is intended to be used for organizations of all sizes and budget capacities. Components within this roadmap have been implemented at many large and small organizations. This is essentially a tried-and-true outline for effective social media communications. It will help govern organizations and help mitigate reputational risks.

The components for launching a social media presence, on one or multiple channels, are as follows:

1. Policies and Processes

1.1. Social Media Policy for authorized social media employee(s)

- The organization must determine which employee(s) will be authorized to use the corporate social media accounts. Ideally, this would be a single social media manager with one or two back-ups.
- Once access to the social media accounts are granted, ensure the employee(s) has read and signed off on the social media policy document.
- This document should be produced by the legal department at the organization and be approved by the head of communications as well as an HR representative.
- Language in the document should highlight the potential reputational risks associated with access to the social media accounts. It should also outline prohibited uses of the social media accounts.
- Language in the document should also provide guidelines for appropriate social media conduct on behalf of the organization.
- Language in the document should clearly outline the objectives of the social media accounts. (i. To educate the public on the organization's position, information and initiatives; ii. To further build and maintain positive and beneficial relationship with all industry stakeholders and the public.)

1.2. Social Media Policy for employees who don't have access to corporate accounts but engage on their personal accounts.

- All employees, whether or not they engage on social media, should read and sign off on this document.
- This document should be included in the new employee HR package – similar to any code of conduct document currently in place at the organization.
- This document should be produced by the legal department at the organization and be approved by the head of communications as well as an HR representative.
- The document should include (but isn't limited to) the following guidelines:
 - **Be responsible** – Keep in mind whatever you share, whether on behalf of the organization or on your personal channels, can be seen by members of the media, other organizations, stakeholders and the general public.
 - **Be transparent** – If you are contributing to an existing online conversation about industry issues, you must identify yourself and your role at your organization.
 - **Share information carefully** – Ensure that all statements are true and not misleading and that all claims are substantiated and approved. Know and follow the organization's privacy and security policy.
 - **Respect intellectual property rights** – Only use copyrighted materials with permission. Always cite your source and link back to the original, if possible.
 - **Exercise good judgment** – Remember that what you write will be public and visible to all with online access. Respecting differences, appreciating the

diversity of opinions and speaking and conducting yourself in a professional manner is expected at all times.

1.3. Response Matrix for authorized social media employees

- The organization should have a document that outlines the approved responses for each type of comment/reply they may receive on any platform.
- The approved responses can be similar to the organization's key messages, but scripted for social media use, written in the language best suited for the particular platform.
- The document should also categorize the various types of responses and how the social media manager (or employee) can work through the possible replies on behalf of the organization.
- The response matrix should have 3 levels:
 - Discovery – tweet, post, comment
 - Evaluation – Is this spam? A rager/troll? Misinformed consumer? Unhappy consumer?
 - Response – It is best practice to address the misinformed and unhappy posts
- Once a response is warranted, select from a series of approved messages. If it's more appropriate to resolve the problem offline, have a series of approved messages that will steer the conversation to a phone call or email.
- One of the most-widely used and accepted response tree/matrix templates was produced in 2008 by the US Air Force. It was in response to blog posts, but the matrix can be applied to all social media channels - <http://www.web-strategist.com/blog/2008/12/31/diagram-how-the-air-force-response-to-blogs/>

1.4. Contingency Plan with key contacts (Subject Matter Experts – SMEs)

- **If a concern or issue arises that can't be addressed easily with the response matrix, the social media manager should have access to specific subject matter experts (SMEs) within the organization.**
- The SMEs do not need to be social media experts, but they should be aware that they may be called upon from time-to-time with issues taking place online.
- The social media manager should address each concern and act as the front-line representative from the organization. Once they've exhausted the approved messages from the response matrix, they should flag the concern for the appropriate SME within the organization.
- A sample contingency plan:

Related Issue:	First Action - code yellow	Second Action – code red (reference if problem escalates)
<i>Consumer education</i>	Key Messages Social Media Manager	Contact xx
<i>Legal/ legislative</i>	Key Messages Social Media Manager	Contact xx
<i>Government relations</i>	Key Messages Social Media Manager	Contact xx
<i>Industry member issues</i>	Key Messages Social Media Manager	Contact xx
<i>Other concern/issue</i>	Key Messages Social Media Manager	Contact xx

1.5. Social Media Request Form

- Employees and departments outside of the communications/marketing team may request that their content or news be shared on social media from time-to-time.
- If your organization has a very large staff count or multiple tiers and divisions, you may wish to consider implementing a governance model that makes use of a formal request-and-approval process, to keep the voice and messaging consistent.
- The formal process can be as easy a request form that would require signoff/approval from the social media manager or communications manager.

Example:

<p><i>Social Media Request Form</i></p> <p>Name: _____</p> <p>Department: _____</p> <ol style="list-style-type: none">1. What is the proposed piece of content you'd like shared?2. Which social media tool(s) do you propose to use?3. What is your goal for the post?4. Why do you need to share from the organization's accounts?5. How does your proposed piece of content add value to organization's communication strategy? <p>Approved by: _____</p> <p>Date: _____</p>

2. Staffing Requirements

- Social media efforts (planning, execution, engaging, monitoring and analysis) require dedicated resources and staffing. **It should also be noted that because social media “never sleeps,” there should be some degree of monitoring outside normal business hours, including evenings, weekends and holidays.**
- The ideal mix for staffing for small-to-medium organizations are as follows:

i) Dedicated social media manager/employee (community manager)

- Produce and/or curate social media content for each platform.
- Monitor for conversations that mention the organization and industry.
- Search for proactive engagement opportunities.
- Engage with the community and address @ mentions.
- Stay on top of trends and monitor stakeholders and critics.
- Collect and analyze social media metrics.

ii) Graphic specialist or designer (on-call or in-house)

- Work with social media manager to produce unique social media content monthly or quarterly.
- Assist with infographics, posters, tip-sheets, memes and short videos.
- (Can be) responsible for creating and managing the asset library.

iii) Media buyer for ongoing promotions (agency)

- Promoting content on Facebook, Instagram, Twitter, YouTube and LinkedIn can be performed within each platform. However, if the organization would like to promote content frequently (an always-on strategy), a media buyer is advisable. PR agencies can assist with this as many have long-standing agreements with the main social media channels and can negotiate better rates for promotions.

3. Monitoring/Reporting Service

- From day-to-day operations to monthly reporting, a social media monitoring and engagement service is recommended. It will help consolidate efforts, schedule content, assist in monitoring and enable advanced reporting.
- Proactive engagement typically requires an advanced social media service that enables the user to find specific conversations in designated geographic areas. From there, the user can engage in those conversations and further build brand awareness and trust.
- There are both free and paid options. It is recommended that the organization researches the product that best fits their needs – in terms of usability, functionality and budget.
- Hootsuite, SproutSocial, Sysomos, Meltwater, Radian6, Cision are a few of the most popular solutions.

E. Current trends and best practices for 2018 and beyond:

Here are a few last words/observations on current trends and where the social media world is headed:

- The best organizations on social media promote values over products and make emotional connections with their audiences.
- Know your audience and speak to them as humans. Engaging with them in a bureaucratic and stiff tone will not get you far. Each channel has a different audience and you need a different voice to engage them accordingly. Produce content through the lens of your audience: home buyers, sellers or renters, registrants or members, etc.
- Transparency and accountability across all forms of communication is critical.
- The lines between marketing, advertising and PR are blurring. But PR pros need to maintain the relationships and cultivate the stories.
- Rich media content will continue to be king. Video (whether it be professionally made or done spur of the moment on a phone), livestreaming and engaging imagery are here to stay.

- Micro-influencers, storytelling and live social media will continue trending upwards.
- “Always-on content” through paid social is essential to building brand awareness in today's social media climate.
- Integrated communications across all channels should be a goal for every PR department and agency.

Organization: RECA

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Industry professionals	Industry professionals Consumers/public	N/A - not enough content for analysis	Industry professionals Consumers/public	Industry professionals
How often is content posted?	Daily	5-10/month	Inactive	Apx. 1/quarter	Daily questions are addressed
How many followers does each platform have?	21,340 followers	2,337 page likes	80 followers	244 subscribers	1073 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	Q&A style Tweets with links back to RECA pages Few visuals Few RTs	Relevant industry articles Press releases from organization Few original visuals	Corporate culture images (in the office) Not a substantial presence	Original videos Ads for public/consumers Tips for industry professionals	Daily questions with links to RECA.ca Same visuals throughout
Are discipline decisions posted?	Yes, monthly	Yes, monthly	No	No	Yes, monthly
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Yes, when that user @mentions RECA 2018 Tweet breakdown: 72% Original Tweets 20% Replies/engagement 8% RTs	Yes, when mentioned 2018 FB post breakdown: 25 Wall posts 66 Likes 3 Comments 2 Replies	No - little engagement	No - little engagement	Little engagement
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	Little engagement @mentions are addressed	Engagement when mentioned Questions/concerns are addressed directly within the reply on the feed and not moved offline	No complaints Little engagement	No	No complaints Little engagement
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A - *dark posts aren't available on timeline	Yes, for public/consumers	N/A - dark posts (but it's most likely that posts are not sponsored)	Yes, public/consumer ads are sponsored	N/A - dark posts
Best quality	Good, credible info for industry professionals Branded as a credible authority in the industry	Good, credible information Good ads for public/consumers	Bio and link to site	Good consumer videos Playlist organization	Consistent posting Good, credible information
Area for improvement	More engaging content for consumers and industry professionals More visuals, infographics and videos More focus on engagement with target audiences	More original content and conversation pieces for public/consumer audience More video and visual content	Direction and purpose Consistent activity Branding RECA as consumer protection organization Branding as a lifestyle organization - the importance of family and homes (trust as a keyword)	More consistent video uploads Using YT as a home base for content across all social channels	Style could be varied - it is redundant throughout feed Needs variety in style of posts. Needs different images to keep users engaged

*Dark post refers to ads or promoted Tweets that are unavailable or hidden from a user's timeline.

Organization: RECBC

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	N/A	N/A (inactive since 2016)	N/A	Industry professionals	N/A
How often is content posted?	N/A			11 videos in 2018	N/A
How many followers does each platform have?	N/A	N/A	N/A	153 subscribers	N/A
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	N/A	N/A	N/A	Original videos Educational info for industry professionals	N/A
Are discipline decisions posted?	N/A	N/A	N/A	No	N/A
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	N/A	N/A	N/A	No	N/A
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	N/A	N/A	N/A	No	N/A
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A	N/A	N/A	No	N/A
Best quality	N/A	N/A	N/A	Activity is increasing	N/A
Area for improvement	N/A - see key findings/best practices document	N/A - see key findings/best practices document	N/A - see key findings/best practices document	Opportunity to brand RECBC as consumer protection organization Add more consumer-friendly content that brands RECBC as advocates of smart consumer protection	N/A - see key findings/best practices document

Organization: NBREA

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Industry professionals Consumers/public	Industry professionals Consumers/public	Industry professionals Consumers/public	Industry professionals	Industry professionals Consumers/public
How often is content posted?	Daily	Apx. 2-4 posts/month	2018 - 1 post 2017 - 2/week	2018 - N/A	2018 - 0 2017 - October, daily
How many followers does each platform have?	1,330 followers	882 page likes	492 followers	25 subscribers	58 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	RTs Automated Tweets to new followers Automated daily paper.li posts Event posts and pictures	2018 - event posts, info for homeowners, industry professionals and GR news 2017 - consumer content: visuals, tips and curated content	Tips for realtors and home buyers Text heavy tips/visuals	Event videos	Curated industry articles in 2017
Are discipline decisions posted?	No	No	No	No	No
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Little engagement Automated "thanks for following" Tweets Not @ mentioning these users (just thanking them by their name, which is not a true reply or response as the user won't receive notification) <u>2018 Tweet breakdown:</u> 87% Original Tweets 1% Replies/engagement 12% Rts	Yes, when mentioned/appropriate <u>2018 FB post breakdown:</u> 9 Wall posts 78 Likes 8 Comments 3 Replies	No, little engagement	No	No
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	No complaints Little engagement	No complaints	No complaints Little engagement	No complaints Little engagement	No complaints Little engagement
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A - *dark posts	No	N/A - *dark posts	No	N/A - *dark posts
Best quality	Good RTs Good event Tweets	Good voice Good tips and curated content for homeowners in Oct. 2017	N/A	N/A	Good curated content in 2017
Area for improvement	Vary "thanks for following" Tweets Never automate messages More visual content and variety of posts	More engaging content - visuals, infographics and videos	Needs consistent focus Style can be refined to properly "brand" NBREA as a consumer protection organization - through visuals and strong captions. Not just text-heavy tips on stock images More activity	Needs consistent focus Determine audience and create content that engages them	Activity and direction

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Organization: FCNB

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Consumers/public	Consumers/public	Consumers/public	Consumers/public	Consumers/public
How often is content posted?	Daily	Daily	0 since Nov. 2017	5 in 2018	5-10/month
How many followers does each platform have?	1,635 followers	1,797 page likes	70 followers	73 subscribers	117 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	French and English content Original content with stock images and links to FCNB resources RTs of relevant Tweets to FCNB topics Branded hashtags #FraudFactFriday #WordWednesday	French and English content Original content with stock images and links to FCNB resources Original videos Tips for consumers/public	 Text heavy images with tips Links back to FCNB resources	 Tips for consumers/public Webinars	 Tips for consumers/public Branded hashtags #FraudFactFriday #WordWednesday
Are discipline decisions posted?	No, but scam alerts are posted	No	No, but scam alerts are posted	No	No, but scam alerts are posted
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Moderate engagement @ mentions are responded to <u>2018 Tweet breakdown:</u> 61% Original Tweets 8% Replies/engagement 31 RTs	Little engagement <u>2018 FB post breakdown:</u> 102 Posts 182 Likes 11 Comments 6 Replies	 Little engagement	 Little engagement	 Little engagement
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	No complaints Little engagement	No complaints Little engagement	No complaints Little engagement	No complaints Little engagement	No complaints Little engagement
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	 N/A - *dark posts	 Yes, substantial presence. 8 ads currently running	 N/A - *dark posts	 Yes, the promoted videos have a substantial view count The ones not promoted have low view counts	 N/A - *dark posts
Best quality	 Consistent themes Consistent, engaging content Branded hashtags	 Consistent themes Consistent, engaging content Good videos Good ads	 Mandate is consistent	 Animated short videos are engaging and informational	 Consistent messaging
Area for improvement	 More engagement and conversation Look for opportunities to engage consumers/public in a proactive way - find conversations and embed organization within those feeds	 More engagement and conversation	 Don't put links in captions as they are not clickable Focus on engaging visuals and videos - not just text tips Use Instagram to brand the organization - what does the org. stand for? Family? Empowerment? Trust? Home? Use visuals that convey that brand message.	 More content aligned to the themes of the brand	 Change the audience to stakeholders and/or industry professionals Consumers/public don't engage and connect on LinkedIn with regulators If audience is changed, content should be changed as well for this platform Become a credible authority in this space with executive profiles or expert opinion on industry issues

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Organization: Service NL Real Estate and Mortgage Broker Association

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	N/A	N/A	N/A	N/A	N/A
How often is content posted?	N/A	N/A	N/A	N/A	N/A
How many followers does each platform have?	N/A	N/A	N/A	N/A	N/A
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	N/A	N/A	N/A	N/A	N/A
Are discipline decisions posted?	N/A	N/A	N/A	N/A	N/A
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	N/A	N/A	N/A	N/A	N/A
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	N/A	N/A	N/A	N/A	N/A
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A	N/A	N/A	N/A	N/A
Best quality	N/A	N/A	N/A	N/A	N/A
Area for improvement	N/A	N/A	N/A	N/A	N/A

Organization: RECO

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Consumers/public Industry professionals	Consumers/public	N/A	Consumers/public Industry professionals	Consumers/public Industry professionals
How often is content posted?	Daily	3-5/week	N/A	2018 - 2 2017 - 14	10-15/month
How many followers does each platform have?	7,697 followers	12,014 page likes	N/A	1,277 subscribers	5,130 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	Original visuals Stock images Tips with links to RECO content Curated content with links to relevant industry news Curated content from industry leaders and credible authorities	Original visuals Stock images Tips with links to RECO content Curated content with links to relevant industry news Curated content from industry leaders and credible authorities	N/A	Event video content for industry professionals Webinars AGMs	Original visuals Stock images Tips with links to RECO content Curated content with links to relevant industry news Curated content from industry leaders and credible authorities
Are discipline decisions posted?	No	No	N/A	No	No
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Yes, both consumers/public and industry professionals 2018 Tweet breakdown: 75% Original Tweets 9% Replies/engagement 16% Rts	Yes, where comments need to be addressed 2018 FB breakdown: 82 Wall posts 1,333 Likes 22 Comments 8 Replies	N/A	No	Little engagement
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	Yes, they are moved offline through request for calls and emails	Yes, where appropriate and necessary	N/A	No complaints Little engagement	No complaints Little engagement
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A *dark posts	Yes, appropriate platform for the style of ads	N/A	Yes, some videos have been promoted	N/A - dark posts
Best quality	Good, consistent content Strong, credible content Strong branding and value statement/mandate Nice visuals and good brand voice Engages well	Good, consistent content Strong, credible content Strong branding and value statement/mandate Nice visuals and good brand voice Engages well	N/A	Older videos for consumers/public are good	Consistent content Branded as credible authority
Area for improvement	Opportunity for video content and gifs Opportunity for influencer programs (micro influencers in the home space can carry the message and further brand RECO as an organization people can trust and look to for leadership)	Opportunity for video content and gifs Opportunity for influencer programs (micro influencers in the home space can carry the message and further brand RECO as an organization people can trust and look to for leadership)	Opportunity to brand RECO as a lifestyle organization on Instagram. Your home, your family, your life - it's possible to live your best life when you put your trust in the right real estate agents/practices. (RECO has your back - consumer protection first.) This will soften brand as not just being a regulator, but also a lifestyle brand through warm, inviting, engaging visuals. This will build brand exposure and present another good avenue for ads.	More content for consumers Consistent uploads Use YouTube as a homebase for video content to be shared on all platforms Good video content can assist in all social efforts across all channels	Opportunity to engage more with industry professionals Refine the audience target Consumers don't connect with regulators on LinkedIn as much as other platforms Recommendation to change content style and make it more geared towards a professional audience Executive messages of leadership in the industry over tips for consumers (as an example)

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Organization: OACIQ

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Consumers/public	Consumers/public	N/A	N/A (inactive since 2013)	Consumers/public Industry professionals
How often is content posted?	Apx. 10/month	Apx. 1/week	N/A	N/A	Apx. 1/week
How many followers does each platform have?	1,555 followers	5,300 page likes	N/A	N/A	3,770 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	Tips for consumers/public Links back to OACIQ site and content Original visuals Stock images	Tips for consumers/public Links back to OACIQ site and content Original visuals Stock images	N/A	N/A	Links back to OACIQ site and content Original images (stock)
Are discipline decisions posted?	No	No	N/A	N/A	No

Organization: OACIQ

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Consumers/public	Consumers/public	N/A	N/A (inactive since 2013)	Consumers/public Industry professionals
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Little engagement 2018 Tweet breakdown: 100% Original Tweets 0% Replies/engagement 0% Rts	Good engagement Yes, where comments are posted, OACIQ replies when necessary 2018 FB breakdown: 38 Wall posts 1,294 Likes 29 Comments 14 Replies	N/A	N/A	Little engagement
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	No complaints Little engagement	No complaints	N/A	N/A	No complaints Little engagement
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A - *dark posts		N/A	N/A	N/A - dark posts

Organization: OACIQ

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Consumers/public	Consumers/public	N/A	N/A (inactive since 2013)	Consumers/public Industry professionals
Best quality	Good tips and visual content	Consistency Good content for audience	N/A	N/A	Consistency Good visuals
Area for improvement	More engagement Communicating proactively with industry professionals and consumers/public	More engagement Ads - consider an always-on ad strategy for brand exposure Shared curated content to add to organization's credibility	N/A - see key findings/best practices document	N/A - see key findings/best practices document	Could not analyze - due to language barrier

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Organization: Saskatchewan Real Estate Commission (SREC)

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Primarily for industry professionals Some consumer/public Tweets	N/A	N/A	N/A	N/A
How often is content posted?	Apx. 5-10/month	N/A	N/A	N/A	N/A
How many followers does each platform have?	86	N/A	N/A	N/A	N/A
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	Industry news Registration info for brokers & brokerages Registration info for school applications Engagement with other regulators' content	N/A	N/A	N/A	N/A
Are discipline decisions posted?	No, but scam/fraud alerts are posted	N/A	N/A	N/A	N/A

Organization: Saskatchewan Real Estate Commission (SREC)

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Yes, good engagement with other industry professionals Little engagement with consumers/public <u>2018 Tweet breakdown:</u> 55% Original Tweets 38% Replies/engagement 7% Rts	N/A	N/A	N/A	N/A
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	No complaints Little engagement	N/A	N/A	N/A	N/A
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A - *dark posts	N/A	N/A	N/A	N/A
Best quality	Links back to SREC content Engagement with industry professionals	N/A	N/A	N/A	N/A

Organization: Saskatchewan Real Estate Commission (SREC)

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Area for improvement	<p>Produce more content and share more frequently</p> <p>Brand as a credible authority in the industry with more curated content and expert opinion</p> <p>More visual content - video and original images</p> <p>More educational content for consumers. See RECO for good examples</p>	<p>N/A - see key findings/best practices document</p>	<p>N/A - see key findings/best practices document</p>	<p>N/A - see key findings/best practices document</p>	<p>N/A - see key findings/best practices document</p>

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Organization: Tarion

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Consumers/public	Consumers/public	Consumers/public	Consumers/public	Consumers/public
How often is content posted?	Daily	Daily	3-5/week	2-5/month	3-5/week
How many followers does each platform have?	1,791 followers	8,220 page likes	1,050 followers	958 subscribers	1,726 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	Original content Stock images Links back to Tarion site Tips for new home buyers	Original content Stock images Links back to Tarion site Tips for new home buyers	Original content Stock images Links back to Tarion site Tips for new home buyers Tarion in-the-community images	Tips for new home buyers Awards shows How to videos MyHome App animated videos	Original content Stock images Links back to Tarion site Tips for new home buyers
Are discipline decisions posted?	N/A	N/A	N/A	N/A	N/A
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Yes, good engagement <u>2018 Tweet breakdown:</u> 41% Original Tweets 11% Replies/ engagement 48% Rts	Little engagement <u>2018 FB breakdown:</u> 103 Wall posts 233 Likes 30 Comments 1 Reply	Little engagement	Little engagement	Little engagement

Organization: Tarion

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	Where appropriate complaints are addressed	Where appropriate complaints are addressed	Where appropriate complaints are addressed	No complaints Little engagement	No complaints Little engagement
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A - *dark posts	Yes, good ads for consumers	N/A - *dark posts	Yes, some videos have been promoted based on high view count vs. typically low counts for other videos	N/A - *dark posts
Best quality	Good branding Good info and tips Good visuals Strong links to blog and site Good engagement	Good info and tips Good branding - making the content about a "lifestyle" and not just talking about Tarion and what they do	Good visuals Good info and tips Good branding - making the content about a "lifestyle" and not just talking about Tarion and what they do	 How to tip videos are good	 Consistency (like FB and Twitter) Good images and visuals

Organization: Tarion

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Area for improvement	More video content	More video content	More video content	More lifestyle videos More consistent branding for the organization Focus on themes for Tarion - how do you want to be viewed? Use YT as a homebase for all social media channels	More engagement More content for a business audience Likes per post are low, which shows a disconnect with audience Focus on content for the right audience

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Organization: OMVIC

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Consumers	Consumers	Consumers	Consumers	Consumers
How often is content posted?	Daily	Daily	Apx. 2-5/mth	Apx. 2-5/mth	Apx. 2-3/mth
How many followers does each platform have?	918 followers	2,342 page likes	228 followers	263 subscribers	642 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	Consumer newsletters Original visuals Stock images Tips and info for buyers Video content Curated content relevant to industry	Consumer newsletters Original visuals Stock images Tips and info for buyers Video content Curated content relevant to industry	 Original visuals Tips for buyers FAQs Corporate culture pictures	 Original videos Tips for car buyers Talk shows Curated news stories	 Tips for buyers Some curated news stories
Are discipline decisions posted?	N/A	N/A	N/A	N/A	N/A
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Moderate engagement 2018 Tweet breakdown: 88% Original Tweets 5% Replies/engagement 7% Rts	Little engagement 2018 FB breakdown: 100 Wall posts 195 Likes 0 Comments 0 Replies	 Yes, where appropriate	 No, but videos from YT are shared on all other social media platforms	 No, little engagement

Organization: OMVIC

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	No complaints	No complaints		No complaints	No complaints
	Little engagement	Little engagement	Yes, where appropriate	Little engagement	Little engagement
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A - *dark posts	Yes, good consumer ads	N/A - dark posts	Yes, some videos have been promoted	N/A - dark posts
Best quality	Consistent messaging	Consistent messaging			
	Good graphics and visuals	Good graphics and visuals		Good video content	
	Helpful content	Helpful content	Original visuals/images	Good tips	Good visuals/images
	Engaging infographics	Engaging infographics			
Area for improvement					More consistency in uploads
	More engagement	More engagement			More targeted posts to business audiences
	Look for opportunities to engage with car buyers	Look for opportunities to engage with car buyers through continued FB ads	Consistent posts More lifestyle branding for Instagram content	Custom the channel page with more-inviting hero image and a pinned video	More curated content and engaging content for the intended audience on the platform

Organization: OMVIC

	Twitter	Facebook	Instagram	YouTube	LinkedIn
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*Dark post refers to ads or promoted Tweets that are unavailable or hidden from a user's timeline.

Organization: The Immigration Consultants of Canada Regulatory Council (ICCRC)

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Consumers/public Industry professionals	Consumers/public	N/A	Consumers/public	Consumers/public Industry professionals
How often is content posted?	Daily	2-3//week	N/A	2018 - 4	Weekly
How many followers does each platform have?	3,522 followers	105,659 page likes	N/A	805 subscribers	5,190 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	Stock images Curated content with links to relevant industry news Curated content from industry leaders and credible authorities	Stock images Curated content with links to relevant industry news Curated content from industry leaders and credible authorities Videos and links to other ICCRC resources	N/A	2 videos in multiple languages - Fraud prevention - Reporting unauthorized representatives	Stock images Curated content with links to relevant industry news Curated content from industry leaders and credible authorities Consumer tips and videos Bulletins from ICCRC
Are discipline decisions posted?	N/A	N/A	N/A	N/A	N/A
Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Yes, both consumers/public and industry professionals <u>2018 Tweet breakdown:</u> 39% Original Tweets 4% Replies/engagement 57% Rts	Yes, where comments need to be addressed <u>2018 FB breakdown:</u> 75 Wall posts 26,767 Likes 102 Comments 32 Replies	N/A	Little engagement	Yes, where appropriate

Organization: The Immigration Consultants of Canada Regulatory Council (ICCRC)

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	Yes, where appropriate	Yes, where appropriate	N/A	No complaints Little engagement	Yes, where appropriate Little engagement overall
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A *dark posts	Not at the moment	N/A	Low view counts suggest no promotion of the videos	N/A - dark posts
Best quality	Good, consistent content Strong, credible content Good RTs and overall mandate	Good, consistent content Strong, credible content Strong branding and value statement/mandate Nice visuals and good brand voice Engages well Strong following Good multilingual posts	N/A	Multilingual videos with good tips	Multilingual videos with good tips Good multilingual posts

Organization: The Immigration Consultants of Canada Regulatory Council (ICCRC)

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Area for improvement				More content for consumers	Opportunity to engage more with industry professionals
				Consistent uploads	Refine the audience target
				Use YouTube as a homebase for video content to be shared on all platforms	Consumers don't connect with regulators on LinkedIn as much as other platforms
	Opportunity for video content and gifs	Opportunity for more video content and infographics		Good video content can assist in all social efforts across all channels	Recommendation to change content style and make it more geared towards a professional audience
	More original content and executive profiles	Opportunity for more ads and an "always on" advertisement program (always having ads on the platform in various markets)	N/A		Executive messages of leadership in the industry over tips for consumers (as an example)
	More engagement and replies				

*Dark post refers to ads or promoted Tweets that are unavailable or hidden from a user's timeline.

Organization: Chartered Professional Accountants of BC (BCCPA)

	Twitter	Facebook	Instagram	YouTube	LinkedIn
Which platforms are used to communicate with industry members and the public?	Primarily industry professionals	Consumers/public Industry professionals	Consumers/public Industry professionals	Primarily industry professionals	Primarily industry professionals
How often is content posted?	Daily	Daily	Weekly	Monthly	Daily
How many followers does each platform have?	4,772 followers	7,106 page likes	1,062 followers	390 subscribers	7,236 followers
What sort of content is posted? For example, original articles, videos, infographics, stakeholder content, etc.	Original images Stock images Curated content with links to relevant industry news Curated content from industry leaders and credible authorities Shares several updates related to industry from news articles and government updates/announcements Branded hashtags: #CPAProud #CBABCCheckUp	Original images Stock images Curated content with links to relevant industry news Curated content from industry leaders and credible authorities Shares several updates related to industry from news articles and government updates/announcements Posts about career opportunities as a CPA	Business and economic stats CPA professional profiles Industry events Images displaying a positive corporate culture and the benefits of a career as a CPA	Keynote speeches Summit/event highlight videos Interviews with CPAs	Original images Stock images Curated content with links to relevant industry news Curated content from industry leaders and credible authorities Shares several updates related to industry from news articles and government updates/announcements
Are discipline decisions posted?	N/A	N/A	N/A	N/A	N/A

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Do RERC members engage other social media users? For example, members of the public, industry members and other stakeholders.	Yes, primarily industry professionals <u>2018 Tweet breakdown:</u> 77% Original Tweets 4% Replies/engagement 19% Rts	Yes, where appropriate <u>2018 FB breakdown:</u> 103 Wall posts 409 Likes 27 Comments 26 Replies	Little engagement from consumers Engagement comes mostly from industry professionals	Little engagement	Yes, where appropriate
Are complaints posted on social media addressed? If so, how? For example, do members make an effort to move conversations offline?	With professional audience, few complaints are posted	With professional audience, few complaints are posted	With professional audience, few complaints are posted	With professional audience, few complaints are posted	With professional audience, few complaints are posted
Are posts sponsored or boosted to maximize reach? If so, is there a particular platform that appears to show sponsored content the most, and what sort of content is sponsored?	N/A *dark posts	Yes, appropriate platform for the style of ads 2 ads currently running	N/A - dark posts	Low view counts suggest no promotion of the videos	N/A - dark posts

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	Twitter	Facebook	Instagram	YouTube	LinkedIn
Best quality	<p>Good, consistent content</p> <p>Strong, credible content</p> <p>Good RTs and overall mandate</p> <p>Good use of branded hashtags</p> <p>Strong voice for industry professionals to value and appreciate</p> <p>Politically savvy - shares several updates from government related to industry</p>	<p>Good, consistent content</p> <p>Strong, credible content</p> <p>Strong branding and value statement/mandate</p> <p>Nice visuals and good brand voice</p> <p>Good DYK-style posts</p> <p>Shows the advantages & strengths of a career as a CPA</p>	<p>CPA profile series</p> <p>Humanizing posts about the brand and the industry as a whole</p> <p>Good stats and industry news updates via infographics</p>	<p>Good hub for video content that is currently being shared across all platforms</p>	<p>Excellent credibility with the style of posts shared</p> <p>Branded as leading authorities in the industry</p> <p>Speaks to the appropriate audience for this channel</p> <p>Shares industry articles and offers opinion - adding to the credibility of the organization</p> <p>Good visual content and videos - whether original pieces of content or curated content</p>

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Area for improvement	Opportunity for video content and gifs More original content and executive profiles More engagement and replies	Posting style can be varied to keep the posts fresh and engaging All posts follow the same question and answer style (DYK? And then an answer is repetitive)	More stunning/engaging images needed to reach a consumer audience Change focus slightly to brand the organization as a lifestyle brand with landscapes more images displaying the corporate culture	More content for consumers Consistent uploads Profile more CPAs with interviews to help humanize the brand Show more corporate culture videos to help display the benefits of a career as a CPA	Engagement levels are low which may be due to the fact that too much content is shared, too frequently. Less content and more timely content can help keep followers engaged

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