

PINEY STUARTBURN ECONOMIC DEVELOPMENT DISTRICT

ONLINE CONTENT POLICY

Subject: Online Content Policy
Effective Date: April 12, 2022
Replaces Policy: PSED Online Content Policy dated May 25, 2021
Resolution No.: #15-2022 **Resolution Date:** April 12, 2022

PURPOSE

The purpose of the Online Content Policy is to establish a set of governing rules and procedures for the types of content (words, photos, videos) that will be published on Sunrise Corner’s online channels including the website, newsletters, and social media accounts.

POLICY STATEMENT

Sunrise Corner, governed by the Piney Stuartburn Economic Development Board, creates and shares relevant online content with key stakeholders within the Rural Municipalities of Piney and Stuartburn as well as those outside our boundaries who have an interest in the region.

Content posted to Sunrise Corner’s online channels must support the vision, mission and values of Sunrise Corner related to tourism, economic development and community development.

POLICY

1. Usage

Sunrise Corner will maintain an active website and social media accounts on multiple platforms to reach a broad range of stakeholders. The following are active channels as of this policy date:

1. Website – Sunrise Corner Tourism & Economic Development www.sunrisecornermb.ca
2. Online Directory <https://sunrisecornermb.ca/business-listings>
3. Facebook – Sunrise Corner Tourism <https://www.facebook.com/sunrisecornermb>
2. Facebook – Sunrise Corner Economic Development
<https://www.facebook.com/SunriseCornerEconomicDevelopment>
3. Instagram – Sunrise Corner Tourism <https://www.instagram.com/sunrisecornermb/>
4. Twitter – Sunrise Corner Tourism <https://twitter.com/sunrisecornermb>
5. LinkedIn – Sunrise Corner Tourism & Economic Development
<https://www.linkedin.com/company/64289637/>
6. You Tube – Sunrise Corner Tourism
https://www.youtube.com/channel/UCD549zodyZuB0Dd_xPWgBOg

2. Management

The Economic Development & Tourism Manager will manage the website, newsletters, and all social media accounts. Employees such as a summer interns may be granted access to the website, newsletters, and social media accounts at the discretion of the manager. Manager will approve all content posted online for Sunrise Corner. Manager will respond to all messages received through online channels. Manager will determine the addition or deletion of social media accounts or other online channels based on need and available resources.

3. Stakeholders

Sunrise Corner Tourism stakeholders include:

- Tourists from outside Sunrise Corner
- Residents from within the RMs of Piney and Stuartburn
- Community groups
- Visiting former residents
- People driving through the region
- Tourism partner organizations

Sunrise Corner Economic Development stakeholders include:

- Local business owners and managers
- Local entrepreneurs
- Companies/entrepreneurs based outside region doing (or thinking of doing) business within Sunrise Corner
- People considering moving to the region
- Community groups
- Local municipal council and staff
- Partner organizations

4. Online Activities

Sunrise Corner will perform the following online activities to promote content of interest to relevant stakeholders.

- Follow relevant social media accounts
- Like and/or share relevant social media posts from others
- Create event postings on Facebook (ideally co-hosted between organizing group, Sunrise Corner and Eastman Tourism for additional reach)
- Create event postings on Sunrise Corner website
- Create blog posts on Sunrise Corner website
- Maintain business directory on Sunrise Corner website
- Develop seasonal online marketing campaigns
- Create online contests
- Write articles for RM newsletters

5. Content Guidelines

The content on Sunrise Corner online channels shall be used to increase awareness among relevant stakeholders that Sunrise Corner is an incredible place to live, work, play, visit, invest and explore.

Content posts may be requested by community groups, non-profit organizations and businesses, however, the Economic Development & Tourism Manager shall, at their sole discretion, determine the validity and appropriateness of the content placed online. Messages must complement the mission, vision and values of Sunrise Corner. See terms and conditions below.

Absolutely no message shall communicate material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or promotes political views or opinions. Messages must be neutral in content and intent.

The following are the types of content that will be promoted through some combination of online activities listed in section 4 of this policy.

Sunrise Corner Events

- Annual festivals and cultural events
- Season openers of tourism attractions
- Sporting leagues/tournaments
- Community fundraising events
- Events outside the region in which Sunrise Corner participates
- Events outside the region in which Sunrise Corner business/organizations participate (by request)

Sunrise Corner Business

- Farmer's markets, craft fairs
- Business notices/updates/promotions
- Business grand openings/special events
- Free listing in online directory for businesses physically located in Sunrise Corner that are in legal compliance with all municipal bylaws
- Board approval for businesses outside region

Community Development

- Job postings for businesses/organizations physically located within Sunrise Corner (on social media and website)
- Job postings for businesses/organizations within reasonable daily commuting distance from Sunrise Corner (by request, shared on social only)
- Grant opportunities
- Training opportunities
- Requests for proposal

News Articles

- All articles that mention Sunrise Corner
- Relevant articles that mention RMs of Piney & Stuartburn
- Relevant articles that impact business or tourism

Current Partner Organizations

- Community Futures Triple R
- Eastman Tourism
- Economic Developers Association of Manitoba
- Nature Conservancy of Canada
- Piney Regional Chamber of Commerce
- Travel Manitoba
- World Trade Centre

Holidays

- Canadian statutory holidays and long weekends
- Relevant days of the year e.g. first day of spring, earth day

6. Tags and Hashtags

When posting information from other people/businesses/organizations, Sunrise Corner will tag them on the post using their handle – their account name with an @ symbol e.g. @rmofstuartburn.

A hashtag—written with a # symbol—is used to index keywords or topics on various social media platforms to allow people to easily follow topics they are interested in. Sunrise Corner will use relevant hashtags including but not limited to:

- #sunrisecornermb
- #natureshinesmb
- #opportunityshinesmb
- #easternmb
- #exploremb
- #shoplocal
- #explorellocal
- #supportlocal

TERMS & CONDITIONS

- Content posts may be requested by community groups, non-profit organizations and businesses; allocation will be determined by the Economic Development & Tourism Manager.
- Requests should be received at least two weeks prior to an event to allow time for posting and allowing the power of the internet to extend the reach of posts.
- When multiple events are upcoming, the Economic Development & Tourism Manager will determine scheduling to ensure all events receive coverage.
- Best efforts will be made to accommodate all requests to promote community events.