

WAFC Social Media Policy

I. PURPOSE

- A. The Whitewater Aquatic & Fitness Center (WAFC) will use social media to increase brand awareness, build a following and generate interest, generate leads, grow membership, increase member involvement, and build loyalty.
- B. Social media includes Facebook, Instagram, Google Business Profile, and other online profiles where updates can be shared.
- C. This WAFC Social Media Policy was modified based on the City of Whitewater Social Policy.

II. GUIDELINES

- A. Under the direction of Whitewater Aquatic and Fitness Center Manager, designated staff will have access to social media for the purpose of posting and monitoring updates.
- B. All communications must be consistent with the purpose of the WAFC. The Whitewater Aquatic and Fitness Center is dedicated to providing our members with a clean, safe, inclusive, and accessible recreational fitness and aquatic center.
- C. Communications will be monitored for quality assurance purposes by the staff that is designated by the WAFC Manager, Parks & Recreation Director, or City Manager.
- D. The WAFC Manager, in consultation with the Director of Parks & Recreation, will be responsible for selecting the social media channels, frequency of updates, & content.

III. LOGOS

- 1. Social media profiles will include the WAFC logo as their profile picture.
- 2. The WAFC logo will be included on all owned graphics posted to social media (ex: fitness schedules, photos, etc.)
- 3. The intent of such logo is to help create a brand for the WAFC.

IV. CONTENT

- 1. The WAFC Manager will provide a content calendar detailing priority content to staff each month. Staff is to implement this calendar. If time and resources permit, the staff may add to the content calendar as long as all posts align the filler content detailed below:

Priority Content	Filler Content
<ul style="list-style-type: none"> • Facility photos • What we offer/Member benefits • Class & Open Swim Schedules • Special Trainings & Programs • Training intros • Staff appreciation • Member recognition/success stories • Authentic in-action member photos • Daily themed hashtag content • Upcoming events & job openings 	<ul style="list-style-type: none"> • Recipes • Motivational & Inspirational • Humor/Memes • Challenges • Facebook live in action videos • Facebook live tips • Promotional partnerships • Community involvement • Recorded workouts • Articles, how-to's, tips, etc.

- 2. The monthly content calendar will follow the pattern detailed below:
 - a. Mondays = This week's fitness schedule

- b. 1st Tuesday = Testimonial
 - c. 2nd Tuesday = Staff Highlight
 - d. 3rd Tuesday = Member Success
 - e. 4th Tuesday = Next month's fitness class schedule
 - f. Wednesday = Feature a did you know? (DYK), promotion, program, or event
 - g. Thursday = This week's open swim schedule
 - h. Friday = Feature an amenity and/or class
3. Whether you post or share is a very important decision, as a rule of thumb post your owned content (i.e., images, videos, Canva templates, etc.) and share partner content (i.e., city news). Cross promotion helps both parties, but credit should be given to the original source by either mentioning the source via @ or sharing the post directly.
 4. Elements of a Good Social Post
 - a. Attention Getter
 - b. Clear, concise, & compelling writing
 - c. Visual (i.e., image or video)
 - d. Call-to-action with a link or a button
 - e. 1-2 Hashtags & Mentions or tags
 5. Before posting to the blog or social media, ask yourself:
 - a. Is this on-brand? Is the logo included?
 - b. Is this shareable, useful, fun, or interesting to my audience?
 - c. Is this relevant to my audience?
 - d. Does this post support my credibility?
 - e. Does the post include all the elements of a "good post"?

V. COMMENTS

1. Official social media pages for the WAFC will accept user comments.
2. Public users visiting official social media sites may also be directed to appropriate pages of the WAFC's website where comments will be allowed.
3. Social media sites and WAFC blog pages may allow for the posting of citizen comments in response to WAFC communications.
4. Such comments will be accepted or rejected based on the following standard:
 - a. Citizen comments will be welcome on these sites.
 - b. Citizens wishing to post a comment through City Blogs will need to register in a manner similar to the registration/verification process used by most news media sites.
 - c. Citizens wishing to post to social media sites will have their posts reviewed for appropriate content. If the post is in violation of this policy, then the content shall be backed up and deleted from the post.
 - d. The City will not allow to be posted the following comments:
 - 1) Personal attacks. Posts may express a user's opinion regarding a posted issue or a specific comment made about a posted issue, but posted comments cannot directly attack a specific person.
 - 2) Profanity or offensive comments regarding a person's race, gender, sexual orientation, disability, ethnicity, or religion.
 - 3) Encouragement of illegal activity.
 - 4) Comments unrelated to the initial blog post. Posted comments must relate to the subject of the post.

- 5) Advertisements related to posts, unless approved by the City Manager, in consultation with the Whitewater Parks & Recreation Director.
- e. Response to posted comments, when relevant, will be posted within the normal hours of operation by the staff assigned to the administration of those Social Media sites.
- f. Response times to comments are encouraged to be within 24 hours of posting.
- g. WAFC will hold a standard practice of allowing comments on a particular subject to remain visible on the website for a minimum of seven (7) days. However, WAFC reserves the right to close any posting at any time.

E. MONITORING

1. Access to social media tools will be monitored by the WAFC Manager and the City Communication PR contact under the direction of the Director of Parks of Recreation, the City Manager, or the desired designate.
2. Only those individuals assigned with posting communications will be allowed to access social media tools.
3. Use of social media for personal purposes by any employee in any department on WAFC time or on the WAFC's network is not allowed.

F. Private Use of Social Media

1. Employees may not attribute personal statements, opinions, or beliefs to the City of Whitewater when engaging in private use of social media.
2. Any person identified as an employee of the City of Whitewater on a publicly accessible social media site is expected to maintain a positive online image and conduct that is consistent with the Mission and Values of the City of Whitewater as well as the City's goals and objectives.
3. Employees may be subject to disciplinary action for internet postings that are inconsistent with the interest of the City, display conduct unbecoming of a City employee, or demonstrate disloyalty to the goals and objectives of the City.

VI. REPORTING