



Downtown Mitchell Business Improvement Area (BIA) Social Media Policy

Intent

The intent of this policy is to provide guidelines for the use, management, and governance of social media accounts of the Downtown Mitchell BIA. This policy will ensure consistent messaging, promote positive engagement with stakeholders and the general public. This policy includes but is not limited to the business account and personal accounts of the Board of Management members and BIA Coordinator.

Scope

This policy applies to:

- All social media accounts managed by the Downtown Mitchell BIA; and
- BIA Coordinator, Board of Management members, and contractors who post on behalf of the Downtown Mitchell BIA or represent it online.

Objectives & Responsibilities

The Downtown Mitchell BIA has only two active social media accounts, Facebook and Twitter. The Downtown Mitchell BIA is only actively using Facebook.

1. **Promotional Content:** promote businesses, business events, initiatives, milestones and community achievements. Promotions include but are not limited to open houses, anniversary events or sponsorship events i.e. free swimming or free skating.
2. **Community News:** share vital community and Municipal update, alerts or community news as deemed necessary.
3. **Public Engagement:** posts should be engaging and posted in a professional and inclusive manner. Posts should not use defamatory or libelous language or engage in damaging innuendo. They should not use abusive, threatening, offensive, obscene, explicit or racist language.
4. **Representation:** posts should represent the Downtown Mitchell BIA's values, tone, brand and strategic goals.
5. **Legal:** posts should not be political in nature or be content that could be discriminatory, offensive, share personal information without consent or breach confidentiality of intellectual property laws.

Authorized Users

The BIA Coordinator or contracted professionals are authorized to post on the Downtown Mitchell BIA's official social media platforms. Board Members must not post on behalf of the Downtown Mitchell BIA unless explicitly authorized.

The BIA Coordinator must monitor comments and messages on a regular basis and respond within 24-48 hours whenever possible. Any comments that are inappropriate or spam related should be removed or reported as soon as reasonably possible.

Personal Use of Social Media

Board Members and Staff are encouraged to use personal accounts responsibly and promote Downtown Mitchell BIA engagements when possible. Board Members and Staff must ensure that they do not speak on behalf of the Downtown Mitchell BIA and include a disclaimer i.e. "Views are my own" when appropriate.

Compliance

Non-compliance with this policy may result in restricted access to the Downtown Mitchell BIA social media platforms, disciplinary action, or review by the Board.

Review & Amendments

This policy will be reviewed every two years or as needed by the Board of Management to ensure relevance and effectiveness.

REVISION

Approved by BIA Board: July 2, 2025