



ASWCO & SOCIAL MEDIA

Social media is a meaningful, necessary business tool. In terms of marketing and stakeholder engagement, there is arguably no more efficient, cost-effective platform available to the ASWCO. Our audience uses social media to communicate with friends, family and trusted organizations more than any other medium, and therefore, the platform provides an opportunity for developing a relationship based on trust and mutual interests. Though it may be the most important marketing and communications tool available, it is crucial to be aware of the potential hazards of misusing social media.

At the same time, it is necessary to use these tools effectively and consistently as an organization. The following is a guide that every ASWCO staff member can rely on when navigating the exciting and ever-changing world of social media.

Using Your Personal Accounts

Please observe the following guidelines when using your own personal social media accounts:

Confidentiality & Disclosure

In any and all social media interactions, make sure that you don't share confidential or private information about ASWCO's business operations, products, services, or customers and never say that you speak on behalf of ASWCO. If you are involved in any online discussions regarding ASWCO, its products or services using your personal account, disclose that you are an ASWCO employee. Make a point of noting that your views and opinions do not represent those of ASWCO.

Customer Service

We have dedicated staff responsible for engaging customers through our official social media feeds. To avoid confusion, we ask that you not attempt to respond to customer inquiries or comments directed to ASWCO through your own accounts.

Employee Relations

While we encourage employees to use social media and participate in conversations with our clients and other users, do not post any complaints or concerns about your job or working environment on social media. Always direct such concerns to your ASWCO supervisor.

Do's & Dont's of Using ASWCO Accounts

Please Do:

Be Personal. Social media gives us an opportunity to connect with stakeholders on a different emotional level so let's show off ASWCO personality and culture. Post pictures, be funny and interact informally. Any chance that we can make ASWCO appear more (pleasantly) human via social media, take it.

Post Regularly. Posting regularly will keep us in the mind's of followers and help build our credibility as a good source of information in our industry (assuming we're posting great content). A few times per day on Twitter and Facebook, and once a day on Instagram should cover it.



Make it a Habit. The ASWCO social media manager should be checking feeds almost as often as email. Applications like HootSuite offer notifications to help with efficiency.

Stay Classy. Whenever there is negative conversation on a particular topic or around the ASWCO brand, we **MUST** take the high road and stay positive. Don't belittle others or the competition.

Evaluate Success. It is important to regularly evaluate our social media efforts and tie goals to our strategic plan. Measure, record and analyze number of fans, retweets, and engagement levels. Adapt the approach regularly to try to improve these numbers.

Please Don't:

Ignore the Chatter. Believe it or not, people are talking about ASWCO on social media. When people tweet at us or write/comment on our Facebook wall, the worst thing we can do is ignore them. "Like" and "retweet" positive comments, posts and photos. Our followers love this.

Stray Off Topic. We have no business commenting on topics outside of our brand (politics, religion, other business). Know our audience and stay within our niche and what we know best.

Be Lazy. The ASWCO social media pages are like secondary websites. We wouldn't leave aswco.ca under construction or incomplete and we shouldn't accept any less from our social media platforms. More often than not, consumers will see our social media pages long before they ever visit the website, so we don't want to give them a bad first impression.

Be a Dinosaur. We can't be afraid to try new applications and strategies. Social media is one of the fastest growing, most fluid technologies that exist. Trends change, fads pass and our audience is constantly looking for the next great app. We should be on it.

Know Your Limits. It's a fine line. While we want to be involved in the latest trends, we must be careful not to spread ourselves too thin. Social media is a marketing tool. Don't let the whole marketing department suffer or one account fail because we're overdoing it.

ASWCO SOCIAL MEDIA ACCOUNTS

Twitter

@aswco

Facebook

/aswco

Instagram

/aswco