Social Media Best Practices
OVA Social Media Accounts

**Facebook**
Ontario Volleyball Association
Ashbridges Bay Beach Volleyball

**Twitter**
@ova_updates
@ashbridgesvb

**Instagram**
ova_updates
ashbridges_volleyball

**SnapChat**
ova_updates

**YouTube**
Ontario Volleyball
The OVA and 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 OVA.

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 OVA 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 the OVA’s business operations, products, services, or customers and never say that you speak on behalf of the OVA.

If you are involved in any online discussions regarding the OVA, its products or services using your personal account, disclose that you are an OVA employee. Make a point of noting that your views and opinions do not represent those of the OVA.
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 the OVA through your own accounts.

Employee Relations
While we encourage employees to use social media and participate in conversations with our customers 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 OVA supervisor.

Do’s & Don’t’s of Using OVA 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 the OVA’s personality and culture. Post pictures of lunch parties, March Madness brackets, etc. Be funny and interact informally. Any chance that we can make the OVA 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 OVAs 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 OVA 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 the OVA 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 OVAs social media pages are like secondary websites. We wouldn’t leave ontariovolleyball.org 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.

**Be a Junkie**
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.