

Zilkie, Linda HLTH:EX

From: Murray, Wendy HLTH:EX
Sent: Thursday, June 6, 2013 2:29 PM
To: Zilkie, Linda HLTH:EX
Subject: FW: Writ Period info

For your FOI

Wendy Murray
eApproval Project Implement Team
Office of the Chief Operating Officer, Ministry of Health
5th Floor, Victoria, BC, V8W 3C8~250-952-1026~Cell s.17
<mailto:wendy.murray@gov.bc.ca>

From: Finnigan, Brooke GCPE:EX
Sent: Monday, April 15, 2013 9:41 AM
To: Murray, Wendy HLTH:EX
Cc: Hurrell, Lara HLTH:EX; Petelski, Christin HLTH:EX
Subject: RE: Writ Period info

Beautiful. Thanks for looping me in. B

Brooke Finnigan
Telephone - 250 361-6549

From: Murray, Wendy HLTH:EX
Sent: Monday, April 15, 2013 9:40 AM
To: Finnigan, Brooke GCPE:EX
Cc: Hurrell, Lara HLTH:EX; Petelski, Christin HLTH:EX
Subject: RE: Writ Period info

Hi Brooke....Happy Monday

ThinkHealthBC Discussion and twitter have both closed off with appropriate messaging:
<https://www.thinkhealthbc.ca/topics>

<https://twitter.com/ThinkHealthBC>

New item: <https://www.thinkhealthbc.ca/news/1149>

Enjoy your day...W

Wendy Murray ~ Operations Manager~ThinkHealthBC~Ministry of Health
800 Johnson Street, Victoria, BC, ~250-356-9814~BB s.17
<mailto:wendy.murray@gov.bc.ca>



THINKHEALTHBC.CA



@ThinkHealthBC

From: Finnigan, Brooke GCPE:EX

Sent: Monday, April 15, 2013 9:21 AM

To: Finnigan, Brooke GCPE:EX; Barrett, Lisa GCPE:EX; Beaton, Emmy HLTH:EX; Croft, Robyn J GCPE:EX; Dey, Krysta AEIT:EX; Ford, Rebekah R EDUC:EX; Gosh, Paul CITZ:EX; Greenwell, Davin CITZ:EX; Guglielmi, Irene Z EDUC:EX; Hansen, Regan HLTH:EX; Harper, Caryl HLTH:EX; Haycroft, Carly AGRI:EX; Hazlitt, Stephanie L ENV:EX; Herman, Stephan GCPE:EX; Hurrell, Lara HLTH:EX; Lennox, Brenda AGRI:EX; Li, Jessica P GCPE:EX; Lolacher, Russel TRAN:EX; McLarty, Jennifer GCPE:EX; Miller, Greg MCF:EX; Mullane, Loren CITZ:EX; Ozawa, Hide GCPE:EX; Perkins, Rachel JTST:EX; Reed, Matt CITZ:EX; Remington, Brian JTST:EX; Sherman, Mike EDUC:EX; Sogomonian, Marina JTST:EX; Spilak, Ashley GCPE:EX; Szmigiel, Isabella JTST:EX; Teucher, Andy ENV:EX; Thompson, Josh GCPE:EX; Turner, Jennifer ENV:EX; Watt, Kevin GCPE:EX; Winterhoff, Thomas GCPE:EX; Sheldrake, Catherine AGRI:EX; Petelski, Christin HLTH:EX; Wallace, Melissa JTST:EX; Meldrum, Mary JTST:EX; Sandhar, Amrinder JTST:EX; Johnson, Nicholas GCPE:EX; Lawrie, Hannah GCPE:EX; Hutchinson, Laura AEIT:EX; Murray, Wendy HLTH:EX; Simpson, Jayne D AGRI:EX; Hughes-Games, Geoff AGRI:EX; Couch, Alyson FLNR:EX; Elliot, Nancy FLNR:EX; Lambert, Genevieve JTST:EX; Ommundsen, Eric JTST:EX; Strauss, Ingrid EMNG:EX; Wrate, David CITZ:EX; Ewald-Middleton, Belinda DBC:EX; Plant, Laura DBC:EX; Mason, Clare DBC:EX; 'alix@redcab.ca'; 'cindy@redcab.ca'; Anaka, Donna G AGRI:EX; Hume, David CITZ:EX; Bauer, Heather ENV:EX; Barry, Trevor ENV:EX; Martin, Mari EDUC:EX; Roberts, Steven JAG:EX; Perkins, Rachel JTST:EX; Curtis, Jennifer AGRI:EX; Poulton, Leah DBC:EX; Cirkony, Connie EDUC:EX; 'ian.roe@bccdc.ca'; 'Chelsea@Immunizebc.ca'; 'shammond@contextresearch.ca'; Borth, David FLNR:EX; Canitz, Shelley L HLTH:EX; 'carol.swan@bccdc.ca'

Subject: RE: Writ Period info

Hi all,

From what I can see most of the accounts are now winding down and communicating about the writ- which is great. If you're looking for someone to re-tweet off you can use us at @BCGovNews.

Attached is the updated memo.

Josh will be sending out a note about a debrief after the election period.

Thanks!

B

Brooke Finnigan

Telephone - 250 361-6549

From: Finnigan, Brooke GCPE:EX

Sent: Friday, April 12, 2013 12:43 PM

To: Barrett, Lisa GCPE:EX; Beaton, Emmy HLTH:EX; Croft, Robyn J GCPE:EX; Dey, Krysta AEIT:EX; Ford, Rebekah R EDUC:EX; Gosh, Paul CITZ:EX; Greenwell, Davin CITZ:EX; Guglielmi, Irene Z EDUC:EX; Hansen, Regan HLTH:EX; Harper, Caryl HLTH:EX; Haycroft, Carly AGRI:EX; Hazlitt, Stephanie L ENV:EX; Herman, Stephan GCPE:EX; Hurrell, Lara HLTH:EX; Lennox, Brenda AGRI:EX; Li, Jessica P GCPE:EX; Lolacher, Russel TRAN:EX; McLarty, Jennifer GCPE:EX; Miller, Greg MCF:EX; Mullane, Loren CITZ:EX; Ozawa, Hide GCPE:EX; Perkins, Rachel JTST:EX; Reed, Matt CITZ:EX; Remington, Brian JTST:EX; Sherman, Mike EDUC:EX; Sogomonian, Marina JTST:EX; Spilak, Ashley GCPE:EX; Szmigiel, Isabella JTST:EX; Teucher, Andy ENV:EX; Thompson, Josh GCPE:EX; Turner, Jennifer ENV:EX; Watt, Kevin GCPE:EX; Winterhoff, Thomas GCPE:EX; Sheldrake, Catherine AGRI:EX; Petelski, Christin HLTH:EX; Wallace, Melissa JTST:EX; Meldrum, Mary JTST:EX; Sandhar, Amrinder JTST:EX; Johnson, Nicholas GCPE:EX; Lawrie, Hannah GCPE:EX; Hutchinson, Laura AEIT:EX; Murray, Wendy HLTH:EX; Simpson, Jayne D AGRI:EX; Hughes-Games, Geoff AGRI:EX; Couch, Alyson FLNR:EX; Elliot, Nancy FLNR:EX; Lambert, Genevieve JTST:EX; Ommundsen, Eric JTST:EX; Strauss, Ingrid EMNG:EX; Wrate, David CITZ:EX; Ewald-Middleton, Belinda DBC:EX; Plant, Laura DBC:EX; Mason, Clare DBC:EX; 'alix@redcab.ca'; 'cindy@redcab.ca'; Anaka, Donna G AGRI:EX; Hume, David CITZ:EX; Bauer, Heather ENV:EX; Barry, Trevor ENV:EX; Martin, Mari EDUC:EX; Roberts, Steven JAG:EX; Perkins, Rachel JTST:EX; Curtis, Jennifer AGRI:EX; Poulton, Leah DBC:EX; Cirkony, Connie EDUC:EX; 'ian.roe@bccdc.ca'; 'Chelsea@Immunizebc.ca'; 'shammond@contextresearch.ca'; Borth, David FLNR:EX; Canitz, Shelley L HLTH:EX; 'carol.swan@bccdc.ca'

Subject: RE: Writ Period info

As promised this is a follow-up to yesterday's note.

- Blog post link: <http://www.bcbsides.ca/public-communication-during-the-writ-period/>. This has been reviewed by Elections BC. We have started communicating the writ period on the blog, twitter & FB. Feel free to re-tweet us and point to our materials.
- 2 pager update to the memo that I shared in the meeting: *coming soon*.

Please note: some of those included on this email are receiving it for informational purposes only. If you have been in touch with us or Elections BC and have been given the go ahead to proceed with business as usual, consider this as information only (eg: DriveBC, EmergencyInfoBC, DestinationBC, etc). For everyone else the original memo still applies.

Our team will continue to stay in touch as information evolves. Please feel free to do the same!

B.

Brooke Finnigan
Telephone - 250 361-6549

From: Finnigan, Brooke GCPE:EX
Sent: Thursday, April 11, 2013 9:54 AM
To: Barrett, Lisa GCPE:EX; Beaton, Emmy HLTH:EX; Croft, Robyn J GCPE:EX; Dey, Krysta AEIT:EX; Ford, Rebekah R EDUC:EX; Gosh, Paul CITZ:EX; Greenwell, Davin CITZ:EX; Guglielmi, Irene Z EDUC:EX; Hansen, Regan HLTH:EX; Harper, Caryl HLTH:EX; Haycroft, Carly AGRI:EX; Hazlitt, Stephanie L ENV:EX; Herman, Stephan GCPE:EX; Hurrell, Lara HLTH:EX; Lennox, Brenda AGRI:EX; Li, Jessica P GCPE:EX; Lolacher, Russel TRAN:EX; McLarty, Jennifer GCPE:EX; Miller, Greg MCF:EX; Mullane, Loren CITZ:EX; Murray, Wendy HLTH:EX; Ozawa, Hide GCPE:EX; Perkins, Rachel JTST:EX; Reed, Matt CITZ:EX; Remington, Brian JTST:EX; Sherman, Mike EDUC:EX; Sogomonian, Marina JTST:EX; Splak, Ashley GCPE:EX; Szmiglel, Isabella JTST:EX; Teucher, Andy ENV:EX; Thompson, Josh GCPE:EX; Turner, Jennifer ENV:EX; Watt, Kevin GCPE:EX; Winterhoff, Thomas GCPE:EX; Sheldrake, Catherine AGRI:EX; Petelski, Christin HLTH:EX; Wallace, Melissa JTST:EX; Meldrum, Mary JTST:EX; Sandhar, Amrinder JTST:EX; Johnson, Nicholas GCPE:EX; Lawrie, Hannah GCPE:EX
Cc: Dila, Mary GCPE:EX; Finnigan, Brooke GCPE:EX; Mentzelopoulos, Athana GCPE:EX
Subject: Writ Period Info

Hi everyone,

It was really nice to get a chance to talk yesterday.

Attached, please find the memo we shared in the meeting. The Cole's Notes version could be summed up as: **no communicating during the writ, unless it's to answer a public inquiry or address a public health & safety concern.** If you do have additional questions related to messaging during the writ, the official policy is to take it through the GCPE Communications Director for your ministry who will then provide advice on a case-by-case basis.

Please note that the memo may be updated as we proceed during the writ, since this is new territory. I will share any updates to the memo with you.

Coming soon will be the finalized 2 pager I previewed, and a link to the blog, contingent on final approval.

As well, we'll set another meeting shortly for the group as a debrief of our experiences as communicators during the writ. We can also hash out the idea of the rotating chair and what topics we'd like to learn more about. In the meantime can you please start sending your wish-list of topics/how-tos/etc to **Loren Mullane** for capturing.

One final note..... if you know of any other social media practitioners operating outside of the group, please forward this note to them and cc Robyn Croft so we can make sure they're added to the list and connected with the group.

Cheers!

B

Feel free to share this email with your networks.

Brooke Finnigan

Government Communications and Public Engagement

Manager, Social Media and Digital Services Unit

Province of British Columbia

Telephone 250 361-6549

<http://www.newsroom.gov.bc.ca/>

Zilkie, Linda HLTH:EX

From: Murray, Wendy HLTH:EX
Sent: Tuesday, April 16, 2013 9:54 AM
To: Brown, Kevin HLTH:EX; Fisher, Kiersten D HLTH:EX; Hansen, Regan HLTH:EX; Healey, Susan HLTH:EX; Lane, Michele HLBC:EX; McColl, Carmon HLTH:EX; Murray, Heather HLTH:EX; Murray, Wendy HLTH:EX; Neufeld, Laura R GCPE:EX; Pang, Walton HLTH:EX; Piasentin, Eddy HLTH:EX; Stearn, Anne HLTH:EX; Strachan, Brande L HLBC:EX
Cc: hlth Key Contacts; Tucker, Evelyn L HLTH:EX
Subject: ThinkHealthBC during the Writ Period
Attachments: Update_guidelines_ gov comms_ writ.docx
Importance: High

Good Morning All:

As you are aware the writ drops, today April 16th. Elections BC has provided guidelines regarding the regulation of government communications during an election (*attached*). During the election campaign (April 16 – May 15), advertising, communications, Internet and social media are limited to health and safety of the public and answering questions from the public related to services (this does not include statutory advertising, please see below). All other communications requests will be considered on a case by case basis. While there are strict rules governing government communications during the campaign period, direction for the period immediately following the election – i.e. for Day 29 to Day 50 – will be clarified after election day. With this in mind, the following changes have been made to ThinkHealthBC:

ThinkHealth BC website

- Messaging added to website explaining no new content during the election period:
<https://www.thinkhealthbc.ca/>
- Added THBC News Item on Friday explaining why, as per Elections BC, we're freezing content and not accepting new comments. <https://www.thinkhealthbc.ca/news/1149>
- New Discussion and Comments were turned off on Friday. Messaging was added to the site:
<https://www.thinkhealthbc.ca/topics>

ThinkHealthBC Twitter

- @ThinkHealthBC Bio changed to reflect discussion closed.
<https://twitter.com/ThinkHealthBC>
- Last tweet sent Sunday at 7pm - *May 14th is election day! And respecting Election BC guidelines: <http://ow.ly/k1n8N> We'll be back after the election period.*

ThinkHealthBC Email

- Will be monitored. I will work with GCEP before responding.

In the meantime, please be thinking of fresh new content for THBC when we come back in June after the new government is sworn in.

Evelyn will be cancelling our meetings for April and May. If you have questions, please feel free to call me. Thanks so much for your patience and support. See you in June...W

Wendy Murray ~ Operations Manager~ThinkHealthBC~Ministry of Health
800 Johnson Street, Victoria, BC, ~250-356-9814~~BB s.17
<mailto:wendy.murray@gov.bc.ca>



THINKHEALTHBC.CA

April 12, 2013

GCPE Directors and Managers

Guidelines for Government advertising, communications, Internet and social media during the election period (updates in blue)

The election period

An election usually lasts 51 days. It begins when the writ of election is issued. A writ is a formal order signed by the Chief Electoral Officer and the Lieutenant Governor calling for an election to be held. In a general election, a writ is issued for every electoral district in the province. The day the writs are issued is called Day 0.

The election period ends on Day 50 when the writs are returned to the Chief Electoral Officer.

General Voting Day, the day when most people vote, falls on Day 28. After voting ends on General Voting Day, most of the ballots are counted and preliminary results are released. The final results are usually released by Day 43, after all the absentee votes are counted and the preliminary results are confirmed.

Between Day 43 and Day 50 Elections BC closes down its temporary offices and helps conduct any judicial recounts that may be needed.

The writs are issued Tuesday, April 16th.

Elections BC has provided guidelines regarding the regulation of government communications during an election. **During the election campaign (April 16 – May 15)**, advertising, communications, Internet and social media are **limited to health and safety of the public and answering questions from the public related to services** (this does not include statutory advertising, please see below). All other communications requests will be considered on a case by case basis. While there are strict rules governing government communications during the campaign period, direction for the period immediately following the election – i.e. for Day 29 to Day 50 – will be clarified after election day.

Elections BC recognizes that government will continue to inform the public of available services during the campaign period. However, government communicators are reminded that there are perception issues regarding what does and does not constitute election advertising in addition to a public expectation that Elections BC will respond to complaints regarding advertising during the campaign period.



Memorandum

Government Communications and
Public Engagement
Communications Support Services

Advertising

Advertising is any paid or in-kind informational activity including print, radio, TV, outdoor displays or Internet. All advertising falls into one of two categories: "Informational" or "Statutory":

- "Informational" advertising provides information about government policies, operations, programs and issues which are *not* required by statute, regulation or policy. "Informational" advertising is not permitted during the campaign period.
- "Statutory" advertising *is* required by statute, regulation or policy. "Statutory" advertising is permitted during the above period.

Distribution of advertising materials during the writ period must be approved by the ministry GCPE Communications Director and Executive Director, Marketing and Communications Support Services.

Communications Materials

Communications materials are also divided into two categories, "Informational" and "Statutory." "Informational" materials and services are any activities or products that are used to inform audiences, or raise awareness about a particular program, service, policy or issue. These may include (but are not limited to) publications, presentations, brochures, posters, videos, pins, buttons, coffee mugs, flags, signs or services, including those provided by a media relations or public relations contractor such as strategic planning, media relations, graphic design, video production, etc.

Generally, distribution of "Informational" material is not permitted during the campaign period.

Distribution of communications materials during the writ period must be approved by the ministry GCPE Communications Director.

Internet

Any new Internet websites /web-pages should either go live **before 1:30 April 15**, or go into production the day after the transition period. The only exception for website changes is for fixing spelling errors or correcting information.

Any other postings to Internet websites during the writ period must be approved by the ministry GCPE Communications Director.

Social Media

If your ministry has a program area that uses social media we ask that you communicate these guidelines to them and ask them to refrain from posting content that maybe perceived as promotional for government.

During the writ period, all other program area postings to social media must be approved by the ministry GCPE Communications Director.



Memorandum

Government Communications and
Public Engagement
Communications Support Services

Please note: websites and social media accounts considered critical to public health and safety will continue during the writ period. These accounts are: Drive BC and Emergency Info (includes Emergency Prep account). All other accounts will be considered on a case by case basis via the ministry Communications Director.

Please see the attached Q&A for questions with responses for further clarification.

If you have any questions, please contact me at mary.dila@gov.bc.ca or 250-356-7823.

Mary Dila, Executive Director
Communications Support Services
Government Communications and Public Engagement

Q & A

Advertising related:

What is Election advertising?

The transmission to the public by any means, during the campaign period, of an advertising message that promotes or opposes, directly or indirectly, a registered political party or the election of a candidate, including an advertising message that **takes a position** on an issue with which a registered political party or candidate is associated. (Elections BC)

What about logo recognition with partner programs?

The BCID may be used to recognize a partnership with the Print for programs run by third parties during the writ period provided that the logo recognition is **required to fulfill a contractual agreement that was in place prior to the writ period**. Logos affiliated with government programs may not be used. Logo recognition with the BCID is permitted where other partners/sponsors are recognized, such as signage or collateral material, however the BCID should not be included in any advertising activities.

Can I research a new project?

Research conducted on behalf of the Province, or in partnership with the Province, is not permitted during the writ period.

What about international marketing? I'm scheduled to attend a trade event in Asia, can I bring my usual promotional materials? What should I avoid?

Advertising during the writ period is not permitted. However, due to the timing and logistics of these events I advise that you connect with me for review on a case by case basis.



Memorandum

Government Communications and
Public Engagement
Communications Support Services

Communications materials related:

What about news releases, Information Bulletins, photos and video?

Communications is suspended during the writ period. There will be no news releases, IBs etc. Any photos or video collected cannot be distributed. The only exception is for messaging related to the health and safety of the public.

Internet/web related:

My ministry would like to have a button added to our ministry homepage- can we do that?

Unfortunately, no. Websites are "frozen" during the writ period. The only exception is for spelling errors and fixing incorrect information.

A program area in my ministry would like to launch a new section on the website. It's a great project with positive benefits to the community and won't be controversial. Can we quietly launch it?

Same as above. Even if a project is very worthy and has good ramifications for BC, it can't be launched via on a website or using communications materials, social media or advertising until after the writ period.

Social media related:

A program area in my ministry has a social media account with a campaign for engagement that ends May 1. They've been promoting that date and the engagement quite heavily and they feel it will impact their effectiveness. Can they continue to communicate using social media?

Unfortunately, no. In a case like this, we advise telling program areas to have a plan in place to let their followers know that the writ period is coming up and they will be unavailable to communicate at that time. However, if they receive a direct question during that time (e.g. dollar amount, request for help/services) they are able to respond. In all other instances, they are asked to refrain from using social media to promote an idea/issue/engagement etc.

What happens if there is an emergency or natural disaster?

The only exception for use of social media during the writ period is for public health and safety. For that reason, DriveBC and EmergencyinfoBC and EmergencyPrepBC will remain active. If a natural disaster or emergency situation were to occur, BCGovNews and the above mentioned social media accounts will actively respond. Other government social media accounts assist by re-tweeting the emergency related information only.

Social Media Addendum

Timeline and Approvals:

- Prelude writ period on twitter starting April 12, after 3 pm
 - Suggested messaging below
- Prelude writ period on FB- same as above
 - Begin with a moderation policy reminder
- Publish government communication guidelines blog post on B-sides April 12
- Closeout tweets with link to B-sides story starting April 13, "final" tweet April 15 at 4:00 pm
- Closeout FB post w/ link to B-sides story April 15
 - Moderate comments for Facebook and YouTube – comments remain open Screen shot comments that are deleted or marked as spam, save copies on the LAN
- Only questions related to services will be answered during the writ with most likely be routed to Service BC
 - All responses require GCPE approval before being posted

The plan offered below is tailored to BC Gov's corporate accounts and may not apply to all service areas. They should be – to the extent possible – adopted for all government account(s) in order to provide consistent messaging across government. This will help avoid confusion.

BC Gov corporate accounts:

External via BC Gov News properties:

- Blog post- the writ, explanation of guidelines, why they're important, exceptions for health & safety: <http://www.bcbsides.ca/public-communication-during-the-writ-period/>
 - Link to Elections Act
 - Spotlight post on the newsroom
- Prelude writ period on twitter starting from April 12
 - Suggested messaging below
- Prelude writ period on FB- same as above
 - Begin with a moderation policy reminder
- Closeout tweets with link to B-sides story starting April 13, "final" tweet April 15 at 4:00
- Closeout FB post w/ link to B-sides story April 15
 - Moderate comments for Facebook and YouTube – comments remain open Screen shot comments that are deleted or marked as spam, save copies on the LAN
- Questions related to services will be answered during the writ with most likely routed to Service BC
 - All responses require GCPE approval before being posted

Resources:

- Our moderation policies for reference:
 1. FB/YouTube- <https://www.facebook.com/notes/government-of-british-columbia/moderation-policy-and-collection-notice/215915891760044>
 2. Blog- <http://www.bcbsides.ca/contact/>
- Gov 101 Impartiality- <https://www.gov.bc.ca/news/2013/0318/gov-101-impartiality>
- How an election works- <http://www.elections.bc.ca/index.php/youth-participation/how-elections-work/>
- Guide for 3rd party sponsors during an election- <http://www.elections.bc.ca/docs/guidebooks/870.pdf>
- Electoral history in BC- <http://www.elections.bc.ca/index.php/resource-centre/electoral-history-of-bc/>

Suggested Messaging for Twitter (140 characters or less, plus characters for links)

- @BCGovNews limited to health & safety of the public & answering questions from the public related to services during the campaign period <Link>
- What is the writ.... And why is it dropping? History of BC elections from @ElectionsBC <link>
- Got questions during the election period? Your best bet is Service BC, <http://www.servicebc.gov.bc.ca/> or 1-800-661-8773
- During the election period, gov't communications is limited to health & safety of the public & answering questions related to services <link>
- During the campaign you can follow @DriveBC @EmergencyInfoBC @BCGovFireinfo @TranBC @EmergencyPrepBC for health & safety info
- FYI: during the campaign period, gov't communications is limited, find out why here: <link>

Suggested Messaging for Facebook:

- What is the writ.... And how does it affect govmt communications? Check out the latest post on BC b-sides to find out about the writ (aka election period) and why this Facebook page and other online government channels will be tools down for the campaign period: <http://www.bcbsides.ca/public-communication-during-the-writ-period/>
- Did you know we do have a moderation policy? You can find it here: <http://ow.ly/iWpDu>
- Election Day is May 14, 2013 in BC. For a history of Elections in BC visit <link>. You can get Information about registering to vote here:
- Thanks for stopping by. Starting from April 15th to the end of the campaign period, government messages will be limited to health and safety of the public and answering questions related to services, find out more here: <link>