

# Moderation Policy, Hours of Operation and Collection Notice

We welcome your participation in our discussion and look forward to an active exchange of ideas. We encourage you to share your comments, but we expect conversations to follow the conventions of polite discourse. We will attempt to engage and respond to comments but are not able to reply to every inquiry.

The Government of British Columbia Facebook moderators will not tolerate comments that are offensive (to an individual or organization) or are harassing in their approach. We also reserve the right to edit our posts for clarification or remove comments that abuse the following conditions:

- contain abusive, obscene, indecent or offensive language
- include defamatory, abusive, harassing or hateful remarks
- make unproven or unsupported accusations against individuals or organizations
- constitute spam, promote services or products (are advertising in their approach)
- invade anyone's privacy or impersonates anyone
- are far off-topic or deviate from the flow of polite debate and discussion
- are posted without the necessary rights, licences and consents
- encourage conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any local, provincial, national or international law or regulation anywhere in the world
- contain long embedded URLs
- contain excessive links or contain code
- identify any publicly-elected representative or candidate regardless of their political affiliation, whether those comments are supportive or critical
- are contrary to the principles of the Canadian Charter of Rights and Freedoms

## Also Note

Users who repeatedly and/or purposefully post comments that violate the above policies in any way may be prevented from accessing this page at the discretion of the Government of British Columbia Facebook moderation.

As a member of Facebook, we also adhere to their published policies.

### **Hours of Operation**

This Facebook page is actively moderated M-F, 8 am- 4:30 pm PST. It's also checked periodically on evenings and weekends. If you have an inquiry that requires immediate attention please direct it to: Service BC , <http://www.servicebc.gov.bc.ca/>

### **Social Media Collection Notice**

The personal information you post may be collected by the Government of British Columbia under s. 26(c) of the *Freedom of Information and Protection of Privacy Act* for the purposes of engaging and consulting with the public. Please be aware that any information collected may be stored and/or accessed outside of Canada on servers not belonging to the government. To protect your own privacy and the privacy of others, please do not include any personal information including phone numbers and email addresses in the body of your comment. Please do not share personal information about others, including pictures.

## Twitter writing guidelines

### Plain language

Cut unnecessary words. Avoid jargon whenever possible by using everyday language. Use words that are clear and commonly used by your audience. Use language with terms familiar to everyday people. Use a casual everyday voice.

Avoid stuffy, academic language.

- Use “so” instead of “accordingly” and “must” instead of “are required to”
- People, not persons
- Replace “able to” with “may”, “are required to” with “must”, “in order to” with “to”, “provides information on” with “explains”

Only when *absolutely necessary* for your audience, use legal, scientific or technical terms.

Speak to the reader as an individual, not as a group. Focus on actions the reader needs to do.

Write in the active voice. Ex: don't write "Completed forms *are needed by* receiving placement officers", write "Placement officers *need* completed forms".

Use action verbs in present tense when possible (ex: use “pay” instead of “make a payment”).

Avoid negative constructions by writing positively (ex: “You can find X” rather than “You can't find Y”).

### @BCGovNews tweet format

Information (followed by a comma), shortened link @mentions #tags

Do you know where to get your #flu shot? Use the flu clinic locator, [ow.ly/UjeDQ](http://ow.ly/UjeDQ) @ImmunizeBC @CDCofBC @PHSAofBC #BC

When using VID, PIC, or ICYMI – capitalize the abbreviation, follow it with a colon, and then a space before the next word, the next word should begin with a capital.

ICYMI: Moving forward on the kokanee recovery plan, <http://ow.ly/Z2GFP> #Nelson#BC

Ensure there is a space after the use of ‘w/’.

VID: #BCGov working w/ federal counterparts to renew softwood lumber agreement, [ow.ly/YxmYM](http://ow.ly/YxmYM) #ThroneBC

If a tweet starts with '#BC', lowercase the word that follows (unless it's a proper noun).

#BC promotes enviro-friendly transport w/ new decal for electric cars, ow.ly/YZCn8  
@NCDA\_BC #BContheMove #GLOBE2016

When writing a DYK tweet, write DYK, followed by a '?' the tweet content, then a comma at the end, followed by the link, @mentions and hashtags.

DYK? On average, 30-40% of #wildfires in #BC are human-caused, <http://ow.ly/Zjzh9>  
@BCGovFireInfo #BCWildfire

### **Hashtags**

Use #BC'ers NOT #BCers. An apostrophe breaks the 'ers' from the rest and tags #BC instead.

Search the hashtag within Hootsuite to see if anyone is actually using it – if not – the hashtag is wasted characters.

### **Abbreviations**

Use abbreviations sparingly, unless commonly known, widely used or the character count makes it absolutely necessary. Abbreviations should serve the audience, not the writer. If everyone knows an abbreviation there's no need to explain or define it.

Use BC, don't use "the province". When you're referring to the government or the public service – write #BC.

Write out the full name of the month wherever possible. If abbreviating, use the first three letters of the month (with no period).

Write out days of week wherever possible. If abbreviating use the first three letters on the day with no punctuation (ex: Monday = Mon or Thursday, January 1, 2015 = Thu, Jan 1, 2015). Don't use the year if the date is coming up in the near future.

<b>Abbreviations to shorten tweets</b>	
<b>Full word/phrase</b>	<b>Abbreviation</b>
and	&
less than	<
more than	>
5 P.M.	5pm (lowercase, no space after number, no periods)
with	w/
without	w/o
B.C.	BC
did you know	DYK?
in case you missed it	ICYMI
first, second, third	1st, 2rd, 3rd
percent	%
picture or pictures	pic or pix
video	vid
government	govt
year or years	yr or yrs
download	dwld
second or seconds	sec or secs
minute or minutes	min or mins
hour or hours	hr or hrs
international	intl
post-secondary	post-sec
Minister	Min.
thousand	K (capitalized)
million	M (capitalized)
billion	B (capitalized)
metre	m (lowercase)
kilometre	km (lowercase)
kilogram	kg (lowercase)
tonne	t (lowercase)
hectare	ha (lowercase)
Celsius	C (uppercase)
thanks	thx
application	app
management	mgmt

<b>Don't use these abbreviations to shorten tweets</b>	
<b>Lolspeak</b>	<b>Full word</b>
u	you
ur	your
ppl	people
2	to
rcvd	received
\$\$	money
mngr	management or mgmt
thru	through
@	at
gr8	great
rx	reaction
RTB, BCTS etc?	Government programs – these are not well known to the public
wk	week
wkd	weekend

approx	approximately
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## **Capitalization**

### **Uppercase:**

- all proper nouns - individual, person, place, organization  
(ex: Bruce Wayne, Batman, Gotham City, Wayne Enterprises, the Wayne Foundation)
- awards, honours and decorations (ex: Order of BC, Citizen of the Year)
- Aboriginal and First Nations
- 'Province of BC', but only when the three words are used together, otherwise the word 'province' should be lowercase
- names of well-known buildings, bridges, parks, roads and other manufactured features  
(ex: Lions Gate Bridge)
- a region or part of a proper name (ex: West Coast, the West, the Interior, the Island, Lower Mainland, the North, the Northeast)
- when using the full title - names of companies, schools, associations, independent committees and boards, alliances and coalitions
- proper ministry names (ex: Ministry of Health, Ministry of Energy and Mines)
- 'Crown' when referring to the state (ex: 'Crown lands' or 'the Crown will prosecute')
- full names of acts are capitalized, or the word "Act" to refer to a specific act (ex: Energy Efficiency Act and/or 'the Act defines energy efficiency')
- when they are part of a formal title - words such as department, division, centre and program (ex: the Department of Foreign Affairs)
- when using the entire title of a project, committee, publication, document or form
- a title with a person's name (ex: President McDougall, President Jane McDougall)
- ministers' titles (ex: Minister of Health, Terry Lake)
- Parliament (federal, not provincial)

**Lowercase:**

- common nouns - a class of objects, concept or informal group (ex: girls, streets, animals)
- north, south, east and west when they reference a general direction or location
- the word 'province' when being referred to generally, not as the 'Province of BC'
- if only part of the formal title is used - words such as department, division, centre and program (ex: the Ministry of Education's open government division vs. the Ministry of Education, Open Government and Community Partnerships Division)
- generic or plural ministries (ex: government natural resource ministries)
- cabinet
- federal
- the BC legislature
- parliament (provincial)
- the house (unless referring to federal Parliament), its committees and subcommittees
- all government job titles for everybody below cabinet rank (ex: deputy minister, assistant deputy minister)
- occupational titles and job descriptions (ex: senior business analyst, procurement specialist)
- municipal level government councils, departments and boards
- speech from the throne and throne speech
- if only part of the title is used for a project, committee, publication, document or form
- am and pm (no space after the number and no periods)

## **Spelling and grammar**

Use Canadian spelling.

- alternate (one after the other), alternative (one or the other)
- adviser (not advisor)
- defence (not defense), but defensive
- fulfil (not fulfill), fulfilled, fulfilling, fulfilment
- inquiry (not enquiry), except when referring to proper nouns like Enquiry BC
- judgment (not judgement)
- licence (noun), license (verb), licensed, licensing, licensee
- metre (metric), meter (gauge)
- offence (noun), offensive
- practice (noun or adjective), practise (verb)
- underway not under way

When referring to a person, use First Nations (ex: a First Nations person). Use First Nation (without an "s") when referring to one specific nation (ex: the Squamish First Nation).

## **Numbers and measurements**

Write out numbers *one* through *nine*, and use numerical figures for numbers 10 and up.

Use K, M or B to abbreviate thousand, million and billion.

When a number is four digits or longer, separate with a comma (ex: 1,234).

For the plural of numbers, including decades, don't use an apostrophe (ex: the 1980s were exciting. Give me all the 10s and 20s)

Use the metric system for all measurements. Always use Canadian spelling and abbreviations for metric terms.

To save characters, don't use a space between the number and the symbol.

- 10km (not 10 km)
- 10M (not 10 M)
- The weather was a sunny 23°C on Wednesday

## **Punctuation**

### **Apostrophes**

Use an apostrophe before an “s” to indicate the possessive (ex: Bill’s dog)

Use an apostrophe with the contraction meaning “it is” but not with the possessive pronoun “its” (ex: The dog needs to go for a walk. It’s time to put its leash on.).

Do not use an apostrophe to form the plurals of expressions (ex: I don’t want to hear any ifs, ands or buts about it).

### **Hyphens**

Use hyphens to separate words, or numbers, such as:

- Two-part adjectives
- Phone numbers (250 123-4567)
- Time periods (fiscal year 2014-15)

Use a hyphen when you join two words to form an adjective, unless the first adjective ends in -ly.

- The 2500-seat arena BUT The arena has 2500 seats
- She is 12 years old BUT she is a 12-year-old girl
- Part-time studies BUT the student is studying part time
- Out-of-province sellers may need to register and self-assess tax on goods purchased out of province
- Tax-exempt equipment may be purchased by eligible purchasers
- A highly intelligent life form

Use a hyphen to avoid doubling a vowel.

- Anti-inflation
- Anti-ageism

Use a hyphen with the prefix “re” where the word would otherwise be confusing.

- Re-coiled the rope (as opposed to recoiled in horror)
- Re-covered a chair (as opposed to recovered from an illness)

Use a hyphen when a prefix brings two identical vowels together or if you end up with three of the same consonants in a row.

- co-operate, co-ordinate

Use a hyphen for compound modifiers that come before a noun, but not after or when used alone.

- child-care centre, child-care grant (hyphen when before a noun)
- child care (no hyphen when standing alone)
- facilities for child care (no hyphen when after a noun)

Use a hyphen for prefixes or suffixes that attach to a capitalized word.

- Canada-wide
- nationwide, provincewide (no hyphen)

Don't use a hyphen for most compound words or directional words.

- courthouse, courtroom
- bylaw, byelection
- fundraise, fundraiser, fundraising
- northeast, northwest

## **FACEBOOK**

### **What makes a good Facebook post?**

- A service or story that people can relate to and want to share with their family and friends.
- A good visual. Facebook is all about visuals. The clearer the image conveys the value to the public – the more effective they will be. When we don't have a good visual from the comm shop, we end up using stock photography, which is far less effective.
- Plain language. Grade 4 level. We don't use CP style.
- Folksy, friendly tone.
- Tags external stakeholders.

### **The importance of imagery:**

- We need good quality images to create a Facebook post. Iphone photos don't cut it, nor do blurry photos, or photos taken from too far away.
- We don't need a picture that is directly related to the subject/announcement. Example: for a NR on housing for homelessness, we can use a picture of a door.
- A photo of a Minister at a podium is not suitable for Facebook. Try photos of the people impacted, or photos of the product/guide/highway signs you're promoting.
- Graphics are great – our graphics department is very talented, but they need time to create graphics, so please be courteous and plan ahead.

### **Format:**

**Title (no more than one line).**

**Information (no more than 2-3 lines – you should be able to click 'mobile preview' and see the entire message without the 'read more' coming up). Web link Organization tags**

## **GCPE Authorized Users of BC Government Facebook and Twitter Accounts**

Updated May 27, 2016

### **TWITTER**

#### **@BCGovNews @BCJobsPlan**

##### **Can conceive, create, and produce content:**

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Don Craig Graphic Designer  
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Cadence Mandybura Public Affairs Officer  
Rachel Nesbitt Public Affairs Officer

Ragnar Haagen Public Affairs Officer  
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Craig Sorochoan Public Affairs Officer  
Daisy Brooke Public Affairs Officer  
Kerri Ralph Public Affairs Officer  
Kaitlyn Rosenberg Public Affairs Officer  
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Dan Gilmore Communications Manager  
Glen Plummer Senior Public Affairs Officer  
Colin Grewar Public Affairs Officer  
Michelle Suric Public Affairs Officer  
Suntanu Dalal Public Affairs Officer  
David Crebo Communications Director  
Bernadette Murphy Communications Manager  
Brian Cotton Senior Public Affairs Officer  
David Karn Senior Public Affairs Officer  
Danielle Bell Public Affairs Officer  
Kimberley Hudson Public Affairs Officer  
Jillian Milne Junior Public Affairs Officer  
Jamie Edwardson Communications Director  
Jessica McLachlin Communications Manager  
Susan Williams Senior Public Affairs Officer  
Brennan Clarke Senior Public Affairs Officer  
Ben Ingram Public Affairs Officer  
Sonja Zoeller Public Affairs Officer  
Vivian Thomas Communications Director  
Sharon Dean Communications Manager  
Chris Gudgeon A/Senior Public Affairs Officer  
Greig Bethel Public Affairs Officer  
Jeremy Uppenborn Public Affairs Officer  
Lindsey Affleck Public Affairs Officer  
Thomas Winterhoff Public Affairs Officer  
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Carlene Thistle-Walker Communications Manager  
Kristy Anderson Manager, Media Relations and Issues Management  
Laura Heinze Senior Public Affairs Officer  
Brent Shepherd Senior Public Affairs Officer  
Cindy MacDougall Senior Public Affairs Officer  
Hannah Lawrie Senior Public Affairs Officer  
Stephen May Senior Public Affairs Officer  
Angela Frattaroli Public Affairs Officer  
Laura Stovel Public Affairs Officer  
Nicole Beneteau Public Affairs Officer  
Sarah Lindstein Public Affairs Officer  
Alexandra Peaker Junior Public Affairs Officer

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Lauren Mulholland Communications Manager  
Courtney Carne Senior Public Affairs Officer  
Shawna Cadieux Public Affairs Officer  
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Darren Beaupre Senior Public Affairs Officer  
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Caroline McAndrews Communications Director  
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Cassandra Togneri Public Affairs Officer  
Elissa Carpenter Public Affairs Officer  
Donna Sitter Communications Manager  
Bill Anderson Communications Director  
Chris Harbord Communications Manager  
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Melissa Peters Public Affairs Officer  
Corinna Fillion Communications Director  
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#### **@BCJobsPlan**

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#### **FACEBOOK**

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Matt McLean Online Communication Officer  
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**PAID MEDIA PLACEMENT**

**Can purchase and place media:**

Jungle Media Canada  
Kimbo Design Inc.  
Maclaren McCann Vancouver