

Subject: Re: Moderation

Date: Wednesday, December 12, 2018 at 11:24:13 AM Pacific Standard Time

From: Ward, Allieren GCPE:EX

To: Thind, Herman GCPE:EX, Smith, Mat GCPE:EX

CC: Ferguson, Stephanie GCPE:EX, Hanuman, Heron GCPE:EX, Wilson, Ashlea GCPE:EX

Sounds like the consensus is –

1. When new ads come in we make a new card for them that includes how long they last for
2. One of us takes responsibility for those ads by putting their name on them – if they're a ton we can split chunks into different cards
3. We are responsible for checking our ads daily, and deleting them once they're done.
4. Organic moderation – if you post it – you're responsible

Sounds like a plan!

Allieren Ward

Online Communications Officer | Digital Communications
Government Communications & Public Engagement
250 208-1673
Pronouns: she/her

From: Herman Thind <Herman.Thind@gov.bc.ca>

Date: Wednesday, December 12, 2018 at 11:20 AM

To: Mat Smith <Mat.Smith@gov.bc.ca>

Cc: Stephanie Ferguson <Stephanie.Ferguson@gov.bc.ca>, Heron Hanuman <Heron.Hanuman@gov.bc.ca>, Allieren Ward <Allieren.Ward@gov.bc.ca>, "Wilson, Ashlea GCPE:EX" <Ashlea.Wilson@gov.bc.ca>

Subject: Re: Moderation

I agree with the idea of moderating specific ads and becoming a bit more knowledgeable about the subject matter. If it's an ad related To posts we've created, that also helps.

A customer service approach is definitely a good way of doing this. Social customer service is how things are done with most good businesses these days as well.

Thanks!

Sent from my iPhone

On Dec 12, 2018, at 11:05 AM, Smith, Mat GCPE:EX <Mat.Smith@gov.bc.ca> wrote:

Agreed. How about we each take the same day we're on call?

Mat Smith

From: Stephanie Ferguson <Stephanie.Ferguson@gov.bc.ca>
Date: Wednesday, December 12, 2018 at 10:58 AM
To: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>, "Smith, Mat GCPE:EX" <Mat.Smith@gov.bc.ca>, "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>, "Thind, Herman GCPE:EX" <Herman.Thind@gov.bc.ca>, "Wilson, Ashlea GCPE:EX" <Ashlea.Wilson@gov.bc.ca>
Subject: Re: Moderation

I think the best approach would be assigning one person to a particular ad, then it's their daily responsibility to monitor it for the duration of the time the ad is in market. Then we all don't have to be re-moderating the same comments for all the ads over and over, and just one person can familiarize themselves with the material and the Q/A. We can always get second opinions from each other if we aren't sure.

If we each claim a day of the week, we'll all need to moderate potentially dozens of ads in a single day, instead of a few ads everyday. I would find it easier to balance moderating with my other responsibilities if it was just a little each day, rather than a big chunk of my time once a week.

This is how we used to do it and it seemed effective without being too onerous.

The moderation card has now been cleaned up with link to ads that are currently in market. When you add a link to this card, please add the date the ad will be ending, Kyla has said she'll supply that for us as well.

Stephanie

--

Stephanie Ferguson
Digital Communications Officer | Digital Communications
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250-889-3745

From: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Date: Wednesday, December 12, 2018 at 10:40 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, "Smith, Mat GCPE:EX" <Mat.Smith@gov.bc.ca>, "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>, "Thind, Herman GCPE:EX" <Herman.Thind@gov.bc.ca>, "Wilson, Ashlea GCPE:EX" <Ashlea.Wilson@gov.bc.ca>
Subject: Moderation

Hey all,

Just revisiting the moderation tasks... what do you think is reasonable – one person assigned to morning another to afternoon? If there another model we should adopt?

Please use the supplied FAQs where possible and jump in with answers to questions, reactions to fantastic posts.

Obviously this can turn into more than a full time job and we don't want to see a 180 degree turn in what we are currently doing. Just a couple of responses on key ads, Cannabis, Child Care, Foster Parents. Think of it as more of a customer-service focused approach to comments -- providing clarity and debunking myths by being helpful pushing readers to facts on our website.

If there is a question you can't answer, anonymize it and send it to the comm shop for a response we can post.

Let's make this a bigger priority asap. I think we should spend an hour total on this each day, maybe 30 min in the morning and 30 in the afternoon. Perhaps it should be assigned? Thoughts?

Finally, Adrienne says come January we won't have nearly as many ads in market.

Heron Hanuman

Manager | Digital Communications

Government Communications and Public Engagement

Mobile: 778-584-0705

<image001.png>

Subject: RE: Minister James - Medium Blog Post
Date: Thursday, December 20, 2018 at 11:32:55 AM Pacific Standard Time
From: Korinowsky, Alexandra GCPE:EX
To: Ferguson, Stephanie GCPE:EX, GCPE Digital Services
CC: Zoeller, Sonja GCPE:EX

Thanks, Stephanie.

Yes, Sonja and I will get back to you on when it's posted. We would love for it to be shared.

Alex

From: Ferguson, Stephanie GCPE:EX
Sent: December 20, 2018 11:30 AM
To: Korinowsky, Alexandra GCPE:EX <Alexandra.Korinowsky@gov.bc.ca>; GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Cc: Zoeller, Sonja GCPE:EX <Sonja.Zoeller@gov.bc.ca>
Subject: Re: Minister James - Medium Blog Post

No I think it's perfect timing! This is the time of year when people will be reading that type of content, and we're filling our channels with end of year content over the next two weeks.

Can you give us a heads up when it's published? Would be great to share/RT.

--

Stephanie Ferguson
Digital Communications Officer | Digital Communications
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From: "Korinowsky, Alexandra GCPE:EX" <Alexandra.Korinowsky@gov.bc.ca>
Date: Thursday, December 20, 2018 at 11:28 AM
To: GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>
Cc: "Zoeller, Sonja GCPE:EX" <Sonja.Zoeller@gov.bc.ca>
Subject: Minister James - Medium Blog Post

Hi Digital,

We're looking for your advice please (noting that Heron is away). We have a blog post signed-off for Minister James to be shared via Medium. It's meant to be an end of year reflection; however, if timing is not ideal given that it's the 20th, we're also open to posting in the new year.

Can you please advise? Are we too late to put it out in 2018?

Thank you,

Alex

Alexandra Korinowsky | Senior Public Affairs Officer
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