



Canadian Public  
Relations Society

Vancouver Island Society

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# SOCIAL MEDIA STYLE GUIDE

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This guide outlines the basic elements of the CPRS - VI brand on social media and ways to help you manage it. Have a read. It will help you get to know us a little better.

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## YOUR PROFESSIONAL COMMUNITY, AT YOUR FINGERTIPS.



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*Invest the time before you need  
the contacts. It's always better  
to have your network in place so  
that when you have to use it, it's  
there.*

*- Why PR pros should join professional industry  
organizations, PR Daily, January 25, 2016*

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# WHO WE ARE

We are Vancouver Island's communications community and are proud to be a part of a network of fourteen local chapters of the Canadian Public Relations Society (CPRS).

The Canadian Public Relations Society provides public relations, communications and marketing pros (and students!) opportunities to learn, connect and celebrate across Canada.

Together, we provide our members access to a powerful toolbox and community of practice that they can call home.

## MISSION

We build a national public relations and communications management community through professional development and accreditation, collaboration with thought leaders, a commitment to ethics and a code of professional standards, advocacy for the profession, and support to members at every stage of their careers.

## OBJECTIVE

The Canadian Public Relations Society and its members are recognized as the champions for ethical, strategic public relations and communications management.

We want CPRS-VI members to feel part of a warm, supportive and knowledgeable community that they can turn to for support, to grow as a professional and to give back to our profession.



## HOW WE LOOK ONLINE

CPRS-VI has a rich history of which our members can be proud - a story that continues to be written today. Make sure you consult the official CPRS Style Guide, which can be accessed through a Board member. This guide explains how to use the logo and how to speak about the Association and other parameters for our brand.

### OUR LOGO

Our logo is a very valuable asset. It aligns with the national CPRS logo, which is important because our community will recognize it wherever they go.

We must treat it nicely. Never abuse our logo, it doesn't have arms so it can't fight back.



### OUR ONLINE FONTS

#### Playlist

Playlist Free Font is a perfectly imperfect hand-drawn font designed with dry brush styles. It contains 3 styles: Script, Caps, and Ornament, which you can combine to create beautiful designs. It can be useful for any project, social media post, title, or event invitation.

#### Aileron

Aileron is a sans serif font which is close to Helvetica in terms of design. It has a little more personality though, which is why we like it as our online font.

Font titles  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

# OUR COLOURS

## OUR COLOURS

In addition to the traditional CPRS red, we like to round things out with a softer grey-blue. Use black, white, or red for text. The blue should be used as a background colour or stylistic accents.

## EXAMPLE CONTENT



C 0 M 87 Y 77 K 23  
R 196 G 26 B 45



#C41A2D

C 6 M 1 Y 0 K 7  
R 222 G 234 B 237



#DEEAED



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## OUR AUDIENCES & SUGGESTED CONTENT

Our people are what make our organization special. To create a community where our audiences feel heard and find value, we've come up with a few content suggestions to get you started.

### MEMBERS

We want our members to understand the opportunities they have access to. Include content that highlights accreditation information, members only events and professional development, access to grants and bursaries, discounted rates, job postings and linkages to chapters across Canada.

### STUDENTS

We benefit students through an online professional network. Target student audiences by focussing on deeply discounted rates, access to experts in their field, support and a sense of community for their future endeavours.

### NON-MEMBERS

We have a lot to offer non-members! Promote our events that are open to non-members, content that shows how great it is to be a part of our community and insight into the communications profession.

### POTENTIAL MEMBERS

Communications and PR professionals that are thinking of joining should see tangible examples of the benefits of membership. Promote our events and try to recruit by showing and telling everyone how awesome we are. This can be done through quality content, and event promotion (non-members should be allowed, of course).



*People do not buy goods and services, They by relations, stories, and magic.*

*- Seth Godin*

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## OUR GUIDING PRINCIPLES

We are proud to have strong values and these should guide how we speak and engage with our online communities. You can learn more how we like to interact with the world here: <https://www.cprs-vi.org/post/a-message-from-our-chapter-president-our-guiding-principles>



*Caring*



*Learning*



*Professional*



*Integrity*



*Belonging*



*Service*



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# OUR VOICE ONLINE

## SUPPORTIVE

What we say should show we care. Our readers should think "They know what it's like." "They understand me."

## INTERESTING

Share what you learn! Is it something you didn't know? Help your audience think "Wow. I didn't know that" too.

## PROUD

We love what we do and we're not afraid to share it. We want our members and readership to think "They seem pretty awesome."

## HUMAN

In a world run by robots, this is more important than ever. Our readers should know that "a real person wrote this." "I can relate to them."

## GENUINE

Be honest and helpful. Plain and simple. Everyone should know that "they really care about their community and value to me."

## CONSISTENT

We value trust, so our online presence should make people think "they're reliable."

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## SOCIAL MEDIA

If anyone asks, we're social! We love to share our events, our successes and the latest and greatest news in our field. We believe in being helpful, so we share professional tips and resources as a value-add for our followers.

### LINKEDIN

Use LinkedIn to promote our events, recruit new members, share job postings, welcome new members, support other chapters, offer helpful PR resources and help people get to know the Board of directors and CPRS-VI members (through photos and personal information and quotes). Use hashtags and tag people as appropriate.

### FACEBOOK

Share engaging content (photos, videos, tips), promote events and job postings, ask questions of our community and help people get to know others from the Vancouver Island communications community.

### TWITTER

Use to promote our events, share job postings, support other chapters, share news from the National office and provide live updates at events with pictures, GIFs and custom hashtags. We retweet information from the National office and other chapters and engaging with members.

# SAMPLE CONTENT

## LINKEDIN



CPRS-VI  
170 followers  
4d • Edited

A great video from our friends at [CPRS Vancouver](#) about what it takes to be (and continue to be) a good comms professional. [#cprsproud](#)



CPRS Vancouver  
191 followers  
4d

How do you create a trustworthy and reliable career reputation? Check out our latest video with cheerful and truthful tips from great comms professionals, produced by @munrothompson ...see more



#2 - Do the work, speak the truth



CPRS-VI  
170 followers  
2w

Need a little help pitching a professional membership to your boss? Here are 5 practical benefits to leverage when trying to get support to join CPRS-VI. [#cprsproud](#) [#professional](#) [#learning](#) [#community](#) [#membership](#)



Pitching an association membership to your organization  
[cprs-vi.org](#)



CPRS-VI  
170 followers  
1w

If you are a CPRS member in good standing with 5+ years of full-time PR experience, you may be eligible to earn your APR designation. There are only 2 weeks left to apply - what are you waiting for? <https://bit.ly/32POxYs> [#accreditation](#) [#cprsproud](#) [#APR](#) [#justdoit](#)



“Becoming an APR was (and continues to be) an amazing experience. I loved studying and learning with my peers. I'm proud to tell existing clients that I'm accredited. It's a career booster and a confidence booster. Do it today!”

MAGGIE KERR-SOUTHIN, APR  
CPRS-VI MEMBER



CPRS-VI  
170 followers  
6d

The next free CPRS webinar (for members only) is on Dec 3. [Roderick Stanley, BAA, APR, FCPRS](#) will focus on understanding the motivations of bullies and harassers, how to regain balance in group work and rebuild group productivity. Register at [www.cprs.ca/learn](http://www.cprs.ca/learn) [#learning](#) [#membervalue](#) [#webinar](#) [#engagement](#) [#cprsproud](#)

Next webinar:

Dealing with bullying and harassment during internal or external stakeholder engagement



[cprs.ca/learn](http://cprs.ca/learn)



# FACEBOOK



**Canadian Public Relations Society**  
Vancouver Island Society



**Catherine Dooner**  
CPRS-VI Board of Directors

**Years in PR/communications:** 20

**Current job:** Director, Internal Communications, Ministries of Attorney General and Public Safety & Solicitor General.

**Started on the Board:** 2012 and again in 2018.

**Passionate about:** All things communications, a good strategic plan and looking after your employees with change management and timely information.

**Commits to:** Furthering the profession of communications on the island and beyond.

**Guilty pleasure(s):** spending time by the ocean. When I am not there, I may be found watching comedy and British house shows.



Canadian Public Relations Society - Vancouver Island (CPRS-VI) · Published by Tatiana Chabeaux · June 15 ·

Your new CPRS-VI Board of Directors was voted in last night at our AGM. Meet our chapter President, Catherine Doer, excited to lead this awesome new team. Please give her a shout out in the comments. #grateful #excited #team

Tag Photo · Add Location · Edit

You and 23 others · 13 Comments · 1 Share

Like · Comment · Share

Most Relevant

Tatiana Chabeaux It's going to be a good year w/ CPRS-VI! · Like · Reply · Message · 2hrs · Edited

Katie Sandwell Thanks so much for taking on this role, Catherine. Best wishes in the position. · Like · Reply · Message · 2hrs

Michelle Martin Congrats Catherine! · Like · Reply · Message · 2hrs

Virginia McKendry Wonderful news - congratulations! · Like · Reply · Message · 2hrs

Comment as Canadian Public Relations Society · Comment as Canadian Public Relations Society · Comment as Canadian Public Relations Society



Canadian Public Relations Society-Vancouver Island (CPRS-VI) added an event.  
October 9 · 9 ·



**CPRS-VI Presents:**

A post-election analysis & panel discussion

MON, NOV 4  
Politics, comms & lessons learned from the federal election

You have 1 ticket

Going



Canadian Public Relations Society-Vancouver Island (CPRS-VI) created a poll.  
Published by Tatiana Chabeaux · October 22 ·

Hi everyone! Let's do a poll. If you had to pick just one, what word do you tend to use to tell people which field you work in?

91% Communications ☑

9% Public relations

This poll has ended.

35 Votes

142 People Reached

8 Engagements

Boost Unavailable



Canadian Public Relations Society-Vancouver Island (CPRS-VI) · Published by Tatiana Chabeaux · November 15 at 8:17 AM ·

At our Board meeting last night, Janice and Tatiana decided to give you a glimpse of the fun that will be had at our Cocktails & Candy Canes holiday mixer on Dec 3. It's free for members but you must register: <https://www.eventbrite.ca/e/cocktails-candy-canes-holiday-mixer>





# TWITTER



**CPRS-VI** @CPRS\_VI · Oct 3

The @crd\_bc has two Communications Coordinator jobs available right now. Yes, TWO! Both close on October 10. Check them out! [cprs-vi.org/career-listings](https://cprs-vi.org/career-listings) #careers #cprsproud #jobs #commjobs



GIF

You Retweeted



**CPRS National** @CPRSNational · Nov 13

PR professionals love working towards a deadline, but don't let your APR application be one of those things. This year's deadline is Dec. 1, 11:59 p.m. (ET). Get started on your application and finding your references soon. Only 17 days left! [cprs.ca/accreditation](https://cprs.ca/accreditation)



6

11



**CPRS-VI** @CPRS\_VI · Nov 4

Let the networking begin! #elxn43comms #cprs #event



1

3



**CPRS-VI** @CPRS\_VI · Nov 5

If you missed our panel last night and you happen to be in #YVR on November 20, check out their event!

**CPRS Vancouver** @CPRSVancouver · Nov 5

Want to talk politics, PR and the 2019 election? @CPRSVancouver is hosting a panel event on Nov. 20 with @smartyvr @char\_des and @mario\_canseco. Registration is now open! [bit.ly/33ZblFM](https://bit.ly/33ZblFM) #elxn43 #yvr #cprsproud



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# OUR SOCIAL MEDIA GUIDELINES

Knowing how to respond to negative or sensitive social media comments is a necessity. Responding correctly can help turn a negative into a positive, while not responding properly can only make things worse. Respond to comments like a pro with these simple guidelines.

## RESPOND IN A TIMELY MANNER

The last thing someone would want when they are upset, confused or angry is to be ignored. They posted something because they want to be heard and they want a reaction. By responding efficiently, you acknowledge their comment or question.

## BE KIND

When someone says something negative or sensitive to your brand, it can be easy to get defensive. Once the message is out, everyone turns to the author for a reply. Handling feedback appropriately is key, so try to turn the negative into a positive.

## PERSONALIZE YOUR MESSAGE

There's nothing worse than receiving a cookie cutter response from a brand. Remember that we value genuine communication, so talk to them like their a human being. Personalize your message. If they included information in their post, mention it in your response to show you took the time to read what they had to say.

## TAKE THE CONVERSATION OFFLINE

Just because you responded to a negative comment, it doesn't mean that you need to go back and forth publicly on your social media page.

When you respond to the comment, try to encourage the user to transition the conversation to a more private place, like in the direct messages of the social network the negative comment came from.

## DON'T DELETE COMMENTS

The worst thing you can do when someone has left a negative post on your social media page is delete it. If they realize you deleted it, they might get even more upset with your organization.

## BRING EXPERTS INTO THE DISCUSSION (WHEN APPROPRIATE) PROPOSE A WAY FORWARD

Sometimes you might need some support addressing comments or questions. When appropriate, tag our National office to help you address the concern. Try to propose a way forward in the discussion if you can, otherwise, be honest and follow up offline if necessary.

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# OTHER COMMUNICATIONS TOOLS

## WEBSITE

Our website is used as an anchor for our content, membership recruitment, event information, job postings and news. Link back to our CPRS - VI website when you can.

## NEWSLETTER

Audience: interested list & membership

Purpose: recruitment, show membership value, offer helpful comm related tips

Type of content: highlight members (promote connections & belonging), promote events and other pro-d opportunities and grants/bursaries, offer helpful information to students and professionals.

Tone: Friendly and helpful

Frequency of distribution: monthly

## DIRECT EMAILS TO MEMBERS

Audience: membership only

Purpose: personal invitations to attend or participate in something

Type of content: invitation to an event, fill out a survey, take a specific action, a special membership update.

Tone: Friendly and professional

Frequency: as needed

## CAREERS EMAIL

Audience: membership only

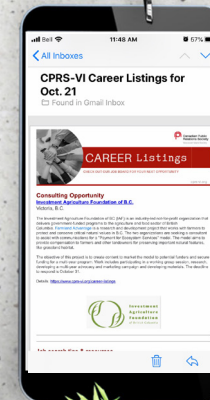
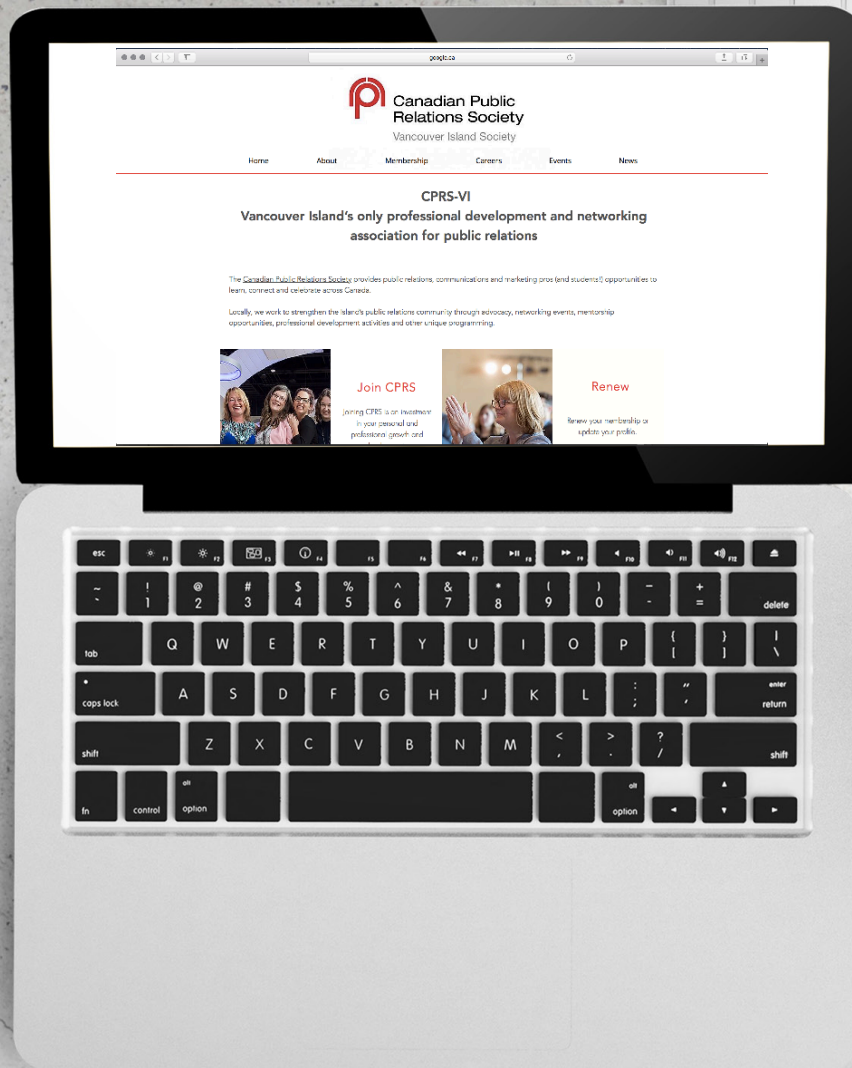
Purpose: to offer job posting information to members right to their inbox. This is the first channel to share this information.

Type of content: job postings (linking back to the careers page of our website)

Tone: Factual and helpful

Frequency of distribution: as job postings occur









[cprs.vi.president@gmail.com](mailto:cprs.vi.president@gmail.com)



[www.CPRS-VI.org](http://www.CPRS-VI.org)