

**Storage for Less.**



Ace Self Storage  
Social Media  
Policy and Procedures  
Manual

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## About This Manual

This manual was created for Ace Self Storage to ensure that proper procedures concerning Social Media Networking are followed company wide. This manual has an introductory section and is divided into 5 major sections. This manual should be read alongside the “Ace Self Storage Social Media Networking User Manual”.

## Introduction

Social Media is defined as, internet based interaction tools that allow people to communicate and share ideas and information in virtual communities. This manual is a guide for the use and management of the Social Media Networking tools of Ace Self Storage. Ace Self Storage located in Carp, Ontario, is a storage rental company that provides safe storage space to the general public. The company is under the management of [REDACTED] the owner and operator.

## Main Objective

The objective of this social media plan is to create business awareness. Currently Ace Self Storage is located in a remote location, social media profiles will enable potential customers to view coupons, prices and current customer reviews.

## Posting Strategy

<b>Social Network</b>	<b>Strategy</b>
Facebook	The main goal for the Facebook company page is to get people to “like it”. Creating business awareness is the goal.  Employees must immediately post the latest coupons and deals on the Ace Self Storage Facebook page.
Twitter	Updating Twitter frequently is the main goal for creating business awareness in this media type.
Google +	Blogging on Google + frequently will attract more traffic to the Ace Self Storage company page.

LinkedIn	Building on the LinkedIn Ace Self Storage Company page will enhance business awareness.
Pinterest	Adding posts about ways to use storage units in everyday life will enlighten the general population.
Instagram	Frequent Instagram posts will create business awareness.
Foursquare	Updating the company write up frequently will attract traffic to the company page.
Flickr	Frequently posting pictures to the Flickr account will attract more traffic to the Flickr page which is linked with the Facebook page.

## Guidelines

### What Should Be Posted

- Photos of Ace Self Storage Units
- Photos of Ace Self Storage Property Lines
- Photos of Ace Self Storage Coupons
- Photos of Ace Self Storage Advertisements

### What Should NOT Be Posted

- Photos of the security system
- Photos of the security cameras
- Photos of clients obtained without permission
- Photos of clients personal storage space obtained without permission
- Photos of any advertisements obtained without permission

### When to Share

Updates should be done immediately when a new service or product is introduced.

### Using Social Media on Company Property

Updates done to Ace Self Storage social media accounts must be done on company property. Any personal social media networking is prohibited.

## Updating Social Media on Personal Devices

Updates to social media should be done on the Ace Self Storage company laptop and or the company desktop located in the main office.

## Roles and Responsibilities

### Professional Responsibility

Any employee contributing to Ace Self Storage social media networks are representatives of the company and shall conduct themselves in a professional manner.

### Who Is Authorized to Contribute

Any employee of Ace Self Storage can contribute to the social media networks using the available company smart phones, laptop, or desktop on company property. This includes responding to customer comments, uploading pictures, updating blogs and adding members to circles/friends to the network.

### Deleting Accounts

Deleting accounts must only be updated by the Social Media Specialist, administrative assistant or the Owner/Operator [REDACTED]

## Security Plans

### Password Management

Password management must only be updated or changed by the Social Media Specialist, administrative assistant or the Owner/Operator [REDACTED]

## Controlling Access to Passwords

The Owner/Operator of Ace Self Storage [REDACTED] controls access to all social media passwords.

## Storing Passwords

Passwords to the social media networks are stored in a password protected PDF document.

## Security Breaches

If any employee gives out any passwords for the social media networks to someone who doesn't have consent from [REDACTED] will be dismissed.

## Maintenance Plans

### Updating Contact Info/ Company Details

Updating Contact Info and company details must only be updated by the Social Media Specialist, administrative assistant or the Owner/Operator.

### Schedule for Updating/Refreshing Each Profile

<b>Social Network</b>	<b>Schedule</b>
Facebook	The Facebook Company page should be updated once a month.  Employees should encourage friends on Ace Self Storage's Facebook profile to like the company page daily.
Twitter	Tweets should be sent out daily.
Google +	Updates on the company page and Blog updates should be done once a month.
LinkedIn	The LinkedIn company page should be updated once a month.

Pinterest	Pinterest posts should be updated once a month.
Instagram	Instagram posts should be updated twice monthly.
Foursquare	The company write up should be updated monthly.
Flickr	Photos should be added to Flickr twice monthly.