**SOCIAL MEDIA**

* The SFAF includes performance measures which are applicable to Canadian Sport Centres (CSC), Canadian Sport Institutes (CSI), National Sport Organizations (NSO) and Multisport Service Organizations (MSO).
* Two performance measures are related to official languages:
  + The organization provides programs and services and related communications in both official languages, simultaneously where indicated.
  + The organization releases communications to the public simultaneously in both official languages.

*The organization releases communications to the public simultaneously in both official languages.*

* + - *Web site*
    - *Social media*
    - *Promotional material and activities*

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***

**Level 1 – Initiating**

* The organization **develops a strategy** for its communications via social media.

Some elements to consider

* Bilingual or separate equivalent unilingual versions available in each official language.
* When two separate unilingual versions are produced, steps should be taken to ensure that users of both versions have an equally rewarding experience.
* When two separate unilingual versions are produced, it should be indicated that a version in the other official language is also available.
* When a bilingual version is produced, the title of the page (name of the organization) must be bilingual when the account is created.

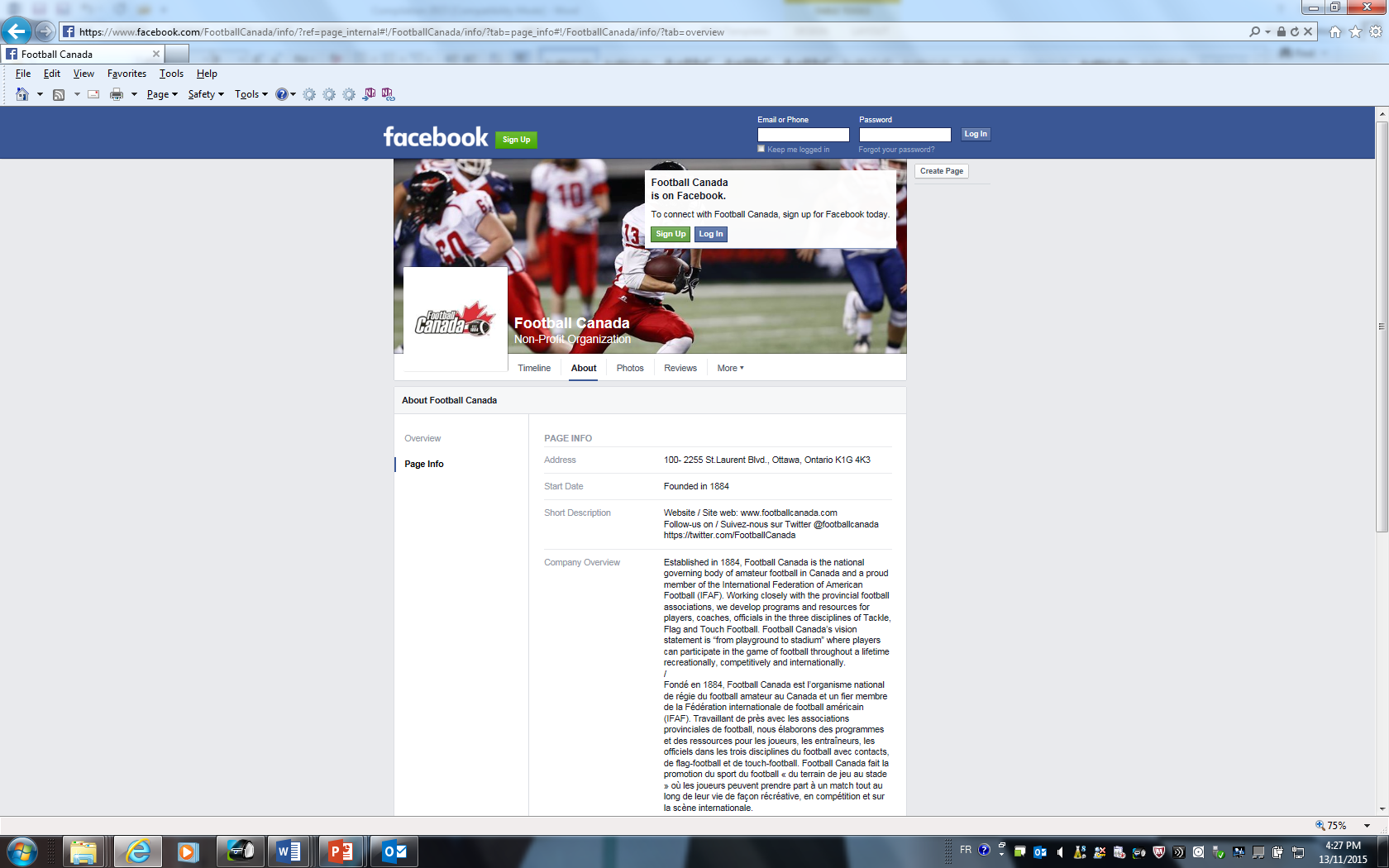
**Level 2 – Emerging**

* The organization **has a strategy implemented** for its communications via social media.

**Level 3 – Developing**

* The **static content** has equivalent content and equal language quality in both official languages.
* Static content – Examples (non-exhaustive list)

Organization profile, conditions of use, contact information, etc.



[https://www.facebook.com/FootballCanada/info/?ref=page\_internal#!/FootballCanada/info/?tab=page\_info#!/FootballCanada/info/?tab=overview](https://www.facebook.com/FootballCanada/info/?ref=page_internal#!/FootballCanada/info/?tab=overview)

**Level 4 – Implementing**

* The **communications from the organization** have equivalent content and equal language quality in both official languages.

Informative communications from the organization

* When an organization posts information of general interest, it must be available in both official languages. Examples: announcements of results, upcoming events, job offers, etc.

Questions or comments from the public

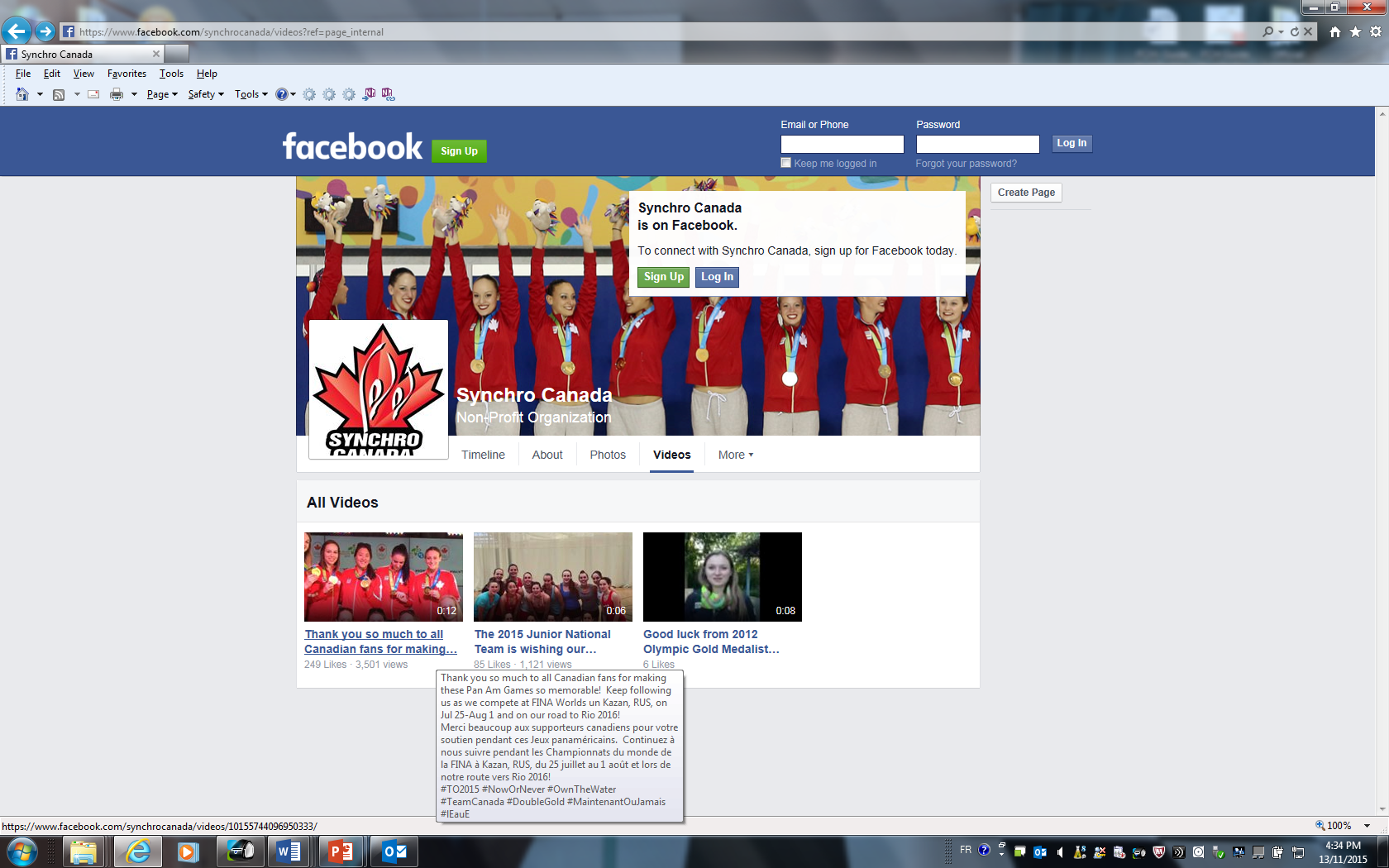
* The organization responds to questions or comments from the public in the official language they were received.



<https://www.facebook.com/CDNParalympics/timeline?ref=page_internal>

**Level 5 – Robust**

* **External content** posted by the organization is available for all users regardless of the language used by the external souce.



<https://www.facebook.com/synchrocanada/videos?ref=page_internal>