



Ontario Food Protection Association  
Standard Operating Procedures (SOP)  
**SOP for Chair of OFPA Social Media**

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Version: January 7, 2021  
Supersedes: January 18, 2020

**SOP for Chair of OFPA Social Media**

**1.0 OBJECTIVE**

To ensure all communications relevant to the association are posted on the social media platforms.  
To ensure that information posted on social media is accurate and consistent.  
To ensure that information posted on social media comes from the website because this information has been vetted for accuracy and consistency.

**2.0 SCOPE**

This SOP lists the procedures for posting information on the following social media platforms:

**LinkedIn**  
**Twitter**  
**Facebook**  
**Instagram**

See Appendix A for access procedures.

This SOP lists the procedures for posting on Social Media, information on OFPA events, Membership, Promotions, Scholarship, Newsletter, and any other information relevant to OFPA activities.  
This SOP lists the procedures for posting on Social Media, food safety information such as articles, news, recalls, interviews, etc.

**3.0 RESPONSIBILITY**

This procedure applies to the Chair of the Social Media Committee who is responsible to lead the Social Media portion of the OFPA responsibility and who is responsible for posting information on the OFPA Social Media platforms.

**4.0 PROCEDURE**

- i. When considering posting food safety information, ensure that it is relevant to an OFPA event or OFOA objective. If not, then this information should not be posted.
- ii. Postings can be prepared by developing key messages and visuals.
- iii. Information on events, membership, promotions, scholarships, newsletter, and any other relevant information should first be reviewed by Chair of Social Media. Before posting any of this information, the Chair will make sure the information can be shared to members and public; then develop appropriate visuals (images and photos) and draft messages.
- iv. To ensure accurate information is posted to Social Media, the Chair can take the content from the website because it has already been vetted by the Website committee.
- v. Posts are scheduled to appear every Thursday at 1:30pm, as this is statistically the most viewed time for social media based on social media stats and advertising.
- vi. If the chair can post, it should be limited to only one post a day but should not be done everyday to prevent being viewed as spam and ignored.



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- vii. The number of posts per week will likely increase when an event draws closer and the on-line registration is closing.
- viii. Posts should include a link to the OFPA website (where appropriate)..
- ix. In addition to follow, followers for IAFP, BRCGS and SQF for each platform.
- x. Posts should include as many relevant hashtags as possible - for example. #OFPA #FoodSafety #FoodSafetyProfessionals #FoodSafetyTraining #FoodSafetyManufacturers
- xi. Tag board members on each post where possible.
- xii. For events tag speakers, sponsors, SCM's and board members, and speakers, MC's on the agenda. With information on bios on every social media platform.
- xiii. All event pictures to be posted on Facebook as an album and pictures shared on other platforms i.e. Instagram, twitter and LinkedIn.
- xiv. If appropriate, create and post a "seasons greetings" note to the community for the following occasions:
  - "Happy Holidays" – festive and New Years
  - Family Day
  - Easter
  - Canada Day
  - Thanksgiving

**5.0 DOCUMENTION CONTROL**

**At least once per year the Chair will review this SOP and update it to reflect the activities to make sure that it encompasses the updated procedures.**

ISSUE DATE	REVISED DATE	STATUS
	February 25, 2019	SOP Drafted by Rocio Morales
	November 30, 2019	SOP updated by Rocio Morales
	December 5, 2019	Comments by Nadia Narine
	January 17, 2020	Comments by SM Chalouh
	January 3 and 6, 2021	Reviewed again and comments made by SM Chalouh.
	January 6, 2021	Sent to Present and former Chairs Nadia Narine and Gwynne Sitsker for them to review and comment.
	January 7, 2021	Comments by Nadia addressed.



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**Appendix A: Access Procedures**

**LinkedIn** – Chair must have a LinkedIn profile linked to a personal profile. To get access, the current page admin should grant admin status to the new admin or any other person who needs access to the page.

**Twitter** –A new user may be asked to enter a security code; the OFPA Administrator will provide these details as the account is set up using the current Admin’s phone number and OFPA email login.

**Facebook** – Current Chair must provide access to any new users, so they have admin rights. Linked to a personal profile. To get access, the current page admin should assign a page role (admin, editor, contributor) to the new admin or any other person who needs access to the page.

**Instagram** – When adding a new user to Instagram a notification will be sent to the email or phone number on the account.

A new user may be asked to enter a security code; the current Chair must provide these details as the account is set up using the current Chair’s phone number.

The email on the account will be the Chairs email for the period they are responsible, as the email must be on the same device as where the Instagram account is.

The email and phone number on all social media accounts must be linked to the current EAs phone number and the info@ofpa email- except for Instagram as the email account must be on the same device as the Instagram account.