



PRESCHOOL  
CANADA  
*Early Learning Academy*

**It is important that you read this information carefully:**

### **Policy Brief & Purpose**

The Preschool Canada Social Media Policy provides a framework for using social media. Social media is a place where people exchange information, opinions, and experiences to learn, develop, and have fun. This policy provides practical advice to avoid issues that might arise by careless use of social media in the workplace.

### **Scope**

We expect all our owners to follow this policy.

### **Policy Elements**

“Social media” refers to a variety of online communities like blogs, social networks, chat rooms, and forums. This policy covers all of them.

### **Policy Instructions**

#### **Step 1**

- Head Office will create your site’s Facebook Page upon signing a lease agreement.

On this page, the owner of this site will be added as an Admin allowing access to post on the page.

- Everyone should be careful not to answer questions or make statements that fall under somebody else’s responsibility. Follow our confidentiality policy and data protection policy and observe laws on copyright, trademarks.
- Be respectful, polite, and patient when engaging in conversations on our company’s behalf.
- Never post discriminatory, offensive or libelous content and remove any misleading or false content as quickly as possible to avoid disciplinary consequences.



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- At no time during the term of your franchise agreement, are owners permitted to open any other Social Media platforms without prior written approval by the head office directly. Any private accounts will be reviewed on a case to case basis.

## **Step 2**

Your site's Facebook page will be an open page until the date of the site receives Ministry of Education Approval/License to operate, and once you have successfully completed your training with head office. Upon receiving your license agreement from the Ministry of Education and approval from head office, Your site's Facebook page will go from open to closed.

## **Step 3**

Public posts are to be done on the corporate page only from September 23, 2019, on.

Process of public posts as follows:

Melissa De Castro our Social Media Coordinator will be posting for all centers.

Each center will have one post bi-weekly moving forward, which is a total of 2 for the month.

Melissa will also have the ability to push back photos of poor quality or poor content. With feedback to help improve the post. We need to keep a high standard across the board.

We will do our very best to proofread post sent, but may also reject and send back to franchisee for corrections.

### **Instructions to post a public post:**

- Create your ad in high quality
- Ads are to be sent by Thursday 4 pm in order to be posted the following Monday. If you miss the deadline, we cannot guarantee your post will be posted the following week Monday and may have to be pushed to the week after.
- It is the sole responsibility of the Franchisee to ensure any public ads sent to be posted have been approved for the following: Permission by parents/guardians allowing such public posts. Franchisee must ensure parents have agreed to use photos and videos taken on the following platforms:

**\*Snapchat   \*Instagram   \*Twitter   Facebook / Facebook Live   \*YouTube**



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Franchisee is solely responsible to ensure written consent/approval has been provided for the following:

- \*Photos may be posted at any time, without notification.
- \*Parents/guardians are aware that photos may be shared by third party social media accounts.
- \*Photos may be removed from any of these platforms at any time if they change their minds, but may still exist elsewhere on the internet.

#### **Step 4 - Paid Ads through head office:**

E-mail: info@preschoolcanada.com with the subject line **boost my ad (Campus name)** the following:

Body of e-mail to include the following:

- A- Amount to boost
- B- Attached Ad
- C- EMT amount \$ to Info@preschoolcanada.com Security question: **location** Password: **Media**
- D- Ad Start date (MM/DD/YY) & Ad End Date (MM/DD/YY)

Note: Ads are sent to be delivered on Thursdays by 4 pm and the earliest the ad will be posted is the following Monday. Please plan accordingly.

E – Payments are to be made Via EMT only and are due Thursday by 4 pm along with the ad itself.

No refunds or credits will be available once an ad payment has been submitted and accepted by head office. Any custom ads are at the Franchisee sole cost and will, need prior approval in writing by head office and created by WYD Media. See supplier list attached to back-office for contact details. Head office is the sole owner of all design created custom or not.