



City of  
**Peterborough**

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**To:** Members of the Museum & Archives Advisory Committee

**From:** Susan Neale, Museum Director

**Meeting Date:** February 8, 2018

**Subject:** Report MAAC18-003  
Peterborough Museum & Archives: Social Media Plan 2015,  
Revised

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## **Purpose**

A report to recommend that Committee approve revisions to the Peterborough Museum & Archives' Social Media Plan 2015.

## **Recommendation**

That the Museum & Archives Advisory Committee approve the recommendation outlined in Report MAAC18-003 dated February 8, 2018, of the Museum Director, as follows:

That the 2018 revisions to the Peterborough Museum & Archives Social Media Plan 2015 be approved.

## **Budget and Financial Implications**

Up-to-date policies are submitted by the Peterborough Museum & Archives to the Ontario Ministry of Tourism, Culture and Recreation to ensure eligibility for an annual Community Museum Operating Grant of \$45,433.

## **Background**

The Peterborough Museum & Archives (PMA) Social Media Plan 2015 was reviewed by the Ministry of Tourism, Culture and Sport as part of the Community Museum Operating Grant application 2016/17. The Social Media Plan was assessed for compliance with federal, provincial and municipal legislation as well as international professional standards with the goal to ensure ethical museum and archives practices.

The Ministry of Tourism, Culture and Sport provided feedback on the PMA's Social Media Plan 2015, in a 2016-17 Standards Evaluation Form (Appendix A). The PMA's Social Media Plan 2015, Revised 2018, incorporates the recommended changes as well as other updates. The revisions are indicated by a green highlight for reference (Appendix B).

The PMA's Social Media Plan is superseded by the City of Peterborough's Social Media Policy and Social Media Procedure and has been reviewed by the Customer Service Coordinator, Corporate Services Department, City of Peterborough.

## **Summary**

The Peterborough Museum & Archives' (PMA) Social Media Plan 2015, Revised 2018, strengthens the PMA's adherence to the Ontario Ministry of Tourism, Culture and Sport guidelines.

Submitted by,

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Museum Director

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Attachments:

Appendix A - Ministry of Tourism, Culture and Sport 2016-17 Standards Evaluation Form  
Appendix B – Peterborough Museum & Archives Social Media Plan 2015, Revised 2018