



City of
Peterborough

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

From: **Susan Neale, Museum Director**

Meeting Date: **November 12, 2015**

Subject: **Report MAAC15-015
Peterborough Museum & Archives: Social Media Plan (draft),
2015**

Purpose

A report to present to Committee the Peterborough Museum & Archives' Social Media Plan (draft), 2015.

Recommendation

That the Museum & Archives Advisory Committee approve the recommendation outlined in Report MAAC15-015 dated November 12, 2015, of the Museum Director, as follows:

That the Peterborough Museum & Archives Social Media Plan (draft), 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 is required by the Ministry of Tourism, Culture and Sport as a compulsory component of the annual Community Museum Operating Grant application. The Social Media Plan will be 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The PMA's Social Media Plan is superseded by the City of Peterborough's Social Media Policy and Social Media Procedure and has been reviewed by the Customer Service Coordinator, Corporate Services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, strengthens the PMA's adherence to the Ontario Ministry of Tourism, Culture and Sport guidelines.

Submitted by,

Susan Neale
Museum Director

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Attachments:

Appendix A – Peterborough Museum & Archives Social Media Plan (draft), 2015

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