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# Beyond Likes and Shares

Navigating Social Media





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Liz brings over two decades of experience providing data-driven solutions to global clients. Her expertise spans diverse sectors, including healthcare, technology, and education, focusing on both qualitative and quantitative research methodologies. Before Crestview, Elizabeth led research at a top Canadian PR firm and currently serves on the Cape Breton University Alumni Association board.



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**If you're not on social media,  
you're not part of the conversation**





# Best Practices

## Mastering the Art of Social Media

Social media is an important tool in today's world and if used properly, you can inform and connect directly with your constituents.

**BUT it's also important to know how to navigate challenging interactions.**



# Platform Strategies

Choosing the Right Platform for the Right Message



**Facebook**

Best used for  
community  
engagement



**Instagram**

Best used for  
visual story  
telling



**X**

Best used for  
Quick Updates

*Alternatives:*



**Threads**



**Bluesky**



**YouTube**

Best used for  
longer- form  
content



**LinkedIn**

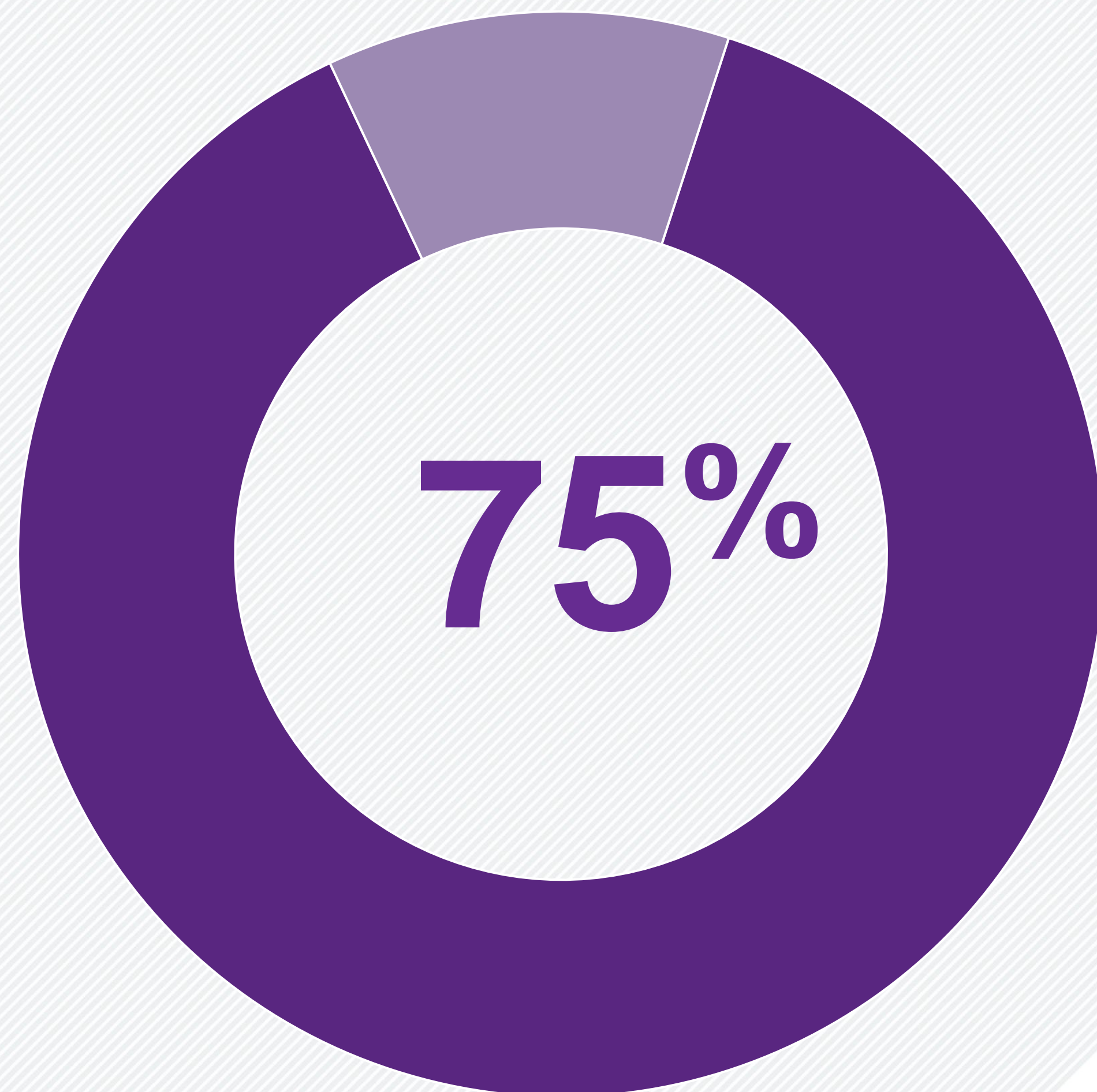
Best used for  
professional  
networking



**TikTok**

Should not be  
used.

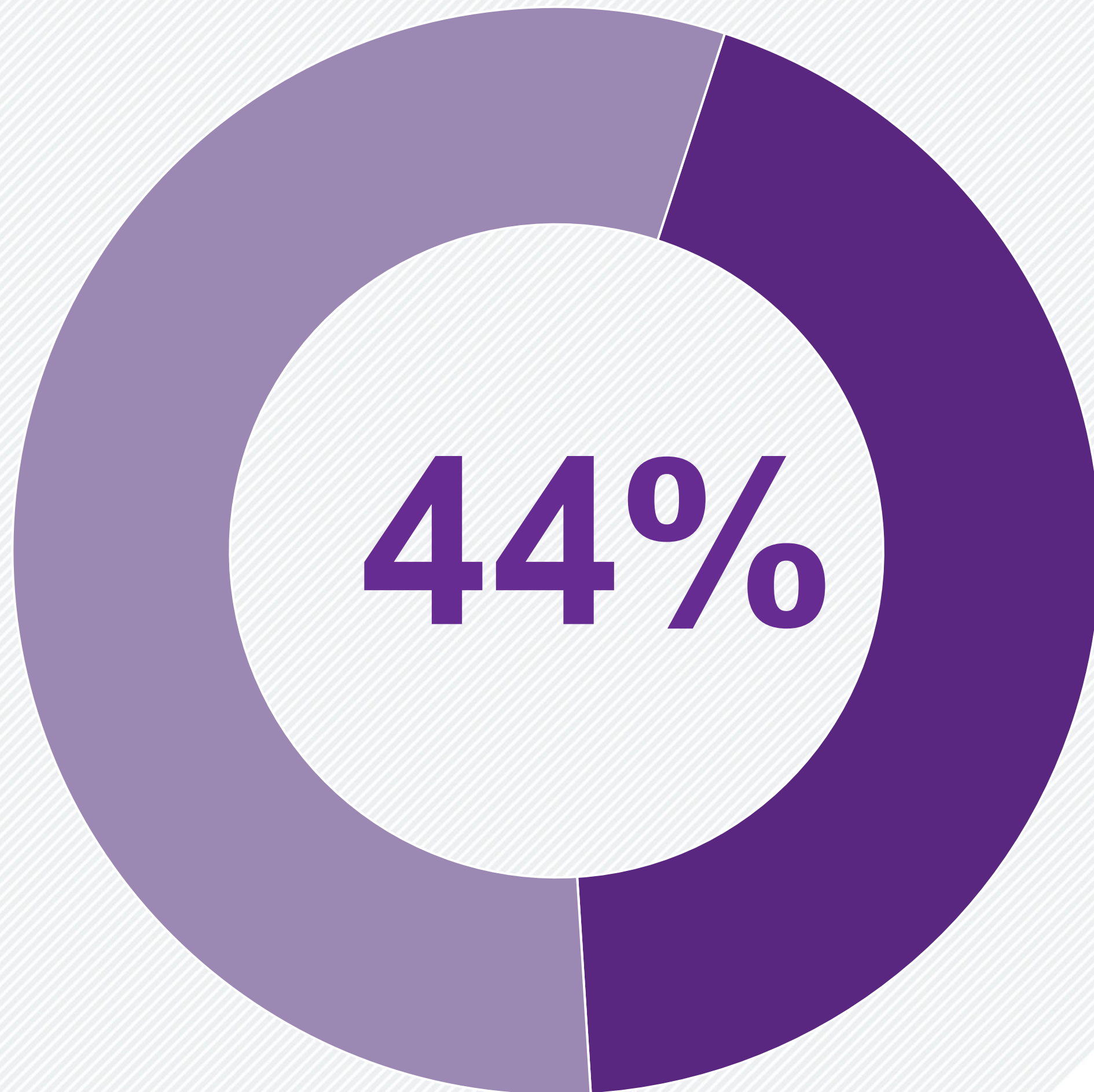




# Nova Scotians are using Facebook.

MadeinCanada, statistics 2025





# Nova Scotians are using X.

- Ryerson University Social Media



Nova Scotia

# Halifax council votes overwhelmingly to discontinue using X platform

Councillors voted 16-1 in favour of removing X as a social media platform for the municipality



[Anjuli Patil](#) · CBC News · Posted: Apr 08, 2025 7:36 PM ADT | Last Updated: April 8



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# Creating Content

## Capturing Attention in the Digital World

**1**

### When and what to post

Consistent, quality posting will keep your audience engaged. Length of posts matters.

**2**

### Content creation

Use images, graphics with your posts to get higher engagement. Short-videos on platforms like Facebook, X, and Instagram.

**3**

### Muting and blocking words

Automatically delete posts with words that are blocked. You also can turn commenting off on posts if needed but not recommended.

**4**

### Use the features

Short-form video (Reels) now dominates Facebook's and Instagram's algorithm and engagement metrics. Reels are quick, on trend and allow a bit more personality- also a great way to engage with younger residents.

# Managing your Online Presence

## Control Your Narrative

**1**

### **Social media calendar**

Plan ahead to ensure consistent, quality posts across all platforms. Track key events, milestones and important dates.

**2**

### **Branding**

Consistent branding increases the professional look and feel of your social media accounts. Style guides don't need to be complicated!

**3**

### **Grow your following**

Get verified. Link your social media accounts. Invite residents to follow your pages. Follow local community pages.

**4**

### **Bilingual posts**

Consider your target audience. National Acadian Day? Post in French! Gaelic Nova Scotia Month? Post in Gaelic! National Indigenous Peoples Day? Post in Mi'kmaw!



# Handling Challenging Interactions

## Staying Professional Under Pressure

**Social media is an incredibly useful tool.**

However, we can't ignore the negative aspects and the rise in hateful comments aimed at politicians.



**Angry resident:**

The people who run this town are all F\*&^%#!

**Town:**

Well, you should just move then you ungrateful \*S\*%!

# 1. Acknowledge and Address Concerns

## Scenario

A constituent posts a complaint about a pothole on your page and other residents chime in with similar complaints.

## Response

“Thank you for bringing this to my attention. I understand your frustration about the potholes on [*Street Name*]. I've contacted the Department of Public Works and asked them to prioritize repairs in this area. I'll keep you updated on their progress.”



## 2. Correct With Facts

### Scenario

You post support for a new policy or initiative and a commenter replies with factually incorrect statements.

### Response

“I appreciate your engagement on this issue. However, the information you shared about [*Policy Impact*] isn't quite accurate. The policy actually [*Explain the correct impact with factual data/source*]. Here are the details on [*Link to official source*].”

### 3. Set Boundaries

#### Scenario

You post about a local community event and a commenter replies with a personal attack or hateful language.

#### Response

“While I welcome constructive feedback, personal attacks and hateful language will not be tolerated on this page. Let's keep our discussions respectful and focused on issues that matter to our community.”



# Responsible Social Media Use

When to engage, when to walk away and how to ensure you don't regret a post.

Being a public figure means you have a responsibility to keep your constituents informed

**It does not mean you need to share your personal life.**





# Think Before You Post

Delete doesn't mean disappear. Choose your words wisely.

Local Liberal candidate apologizes for social media post suggesting Canada should give up on manufacturing

By [Kim Phillips](#)

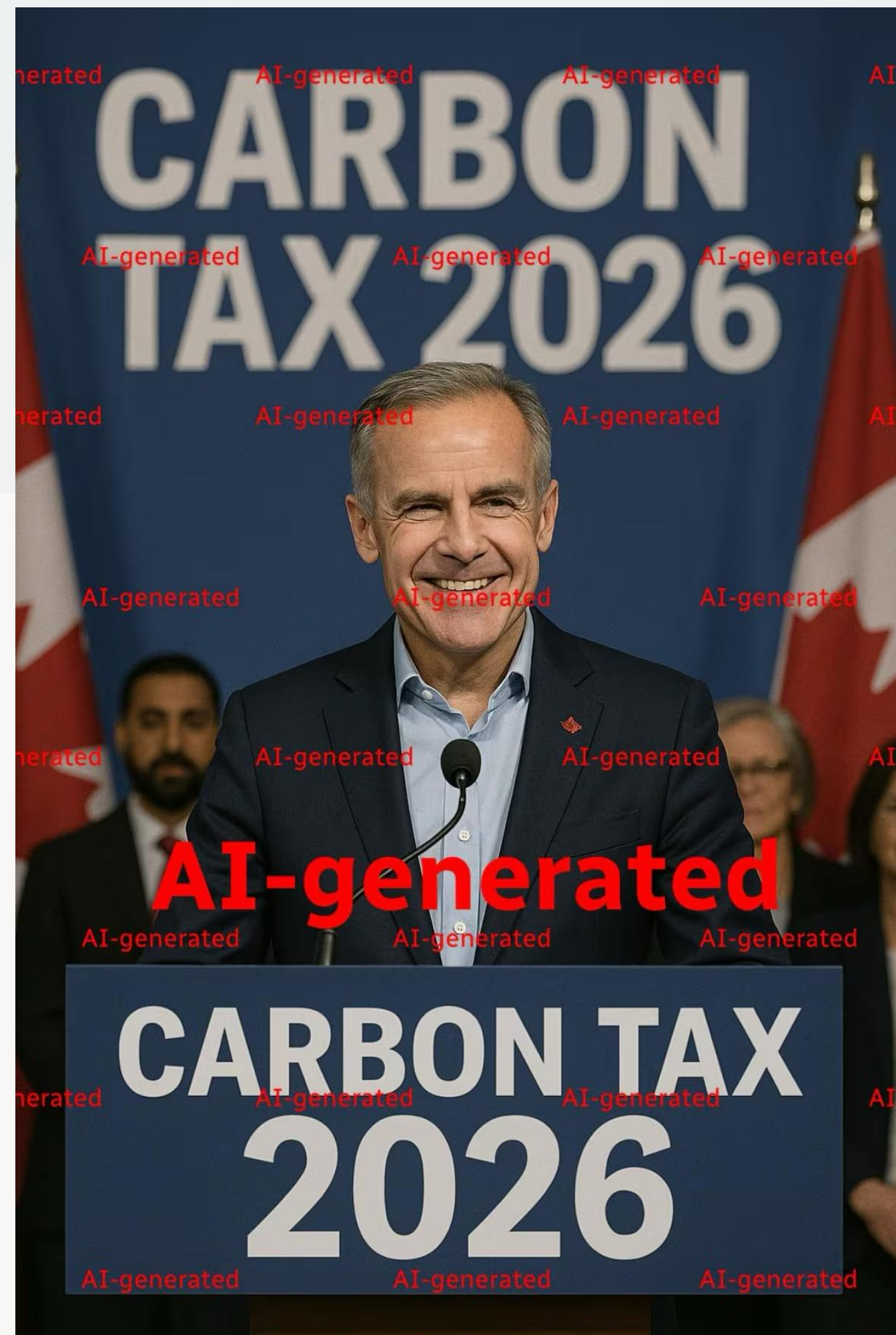
Updated: April 16, 2025 at 7:22PM EDT

Published: April 15, 2025 at 6:42PM EDT





# The Rise of AI and “Deepfakes”





# Individual Account vs. Professional Page

## Personal vs professional

In some cases, it makes sense to have two accounts. I.e., Facebook:

- 1) Personal (accepts friend requests)
- 2) Professional (residents like / follow)

Other times you may choose to convert an existing account into a professional page or delete an old account and start fresh.

## Value for effort

How much time are you going to be able to commit to maintaining your accounts?

How can you best reach your constituents?

Which platforms are your constituents currently using?

Set realistic goals for yourself and then follow through.

## Complementary vs stand alone

Are your accounts going to be sharing municipal and/or provincial content?

Or are you looking to focus exclusively on what's happening in your district?

Will you continue to use these accounts after your term ends?



# Protecting your mental health

1

## Set boundaries

Establish simple and clear guidelines for online engagement. Limit your time on social media and schedule regular breaks.

2

## Moderate your feed

Use muting and blocking features to filter out negativity and abusive comments. Focus on engaging with constructive feedback.

3

## Prioritize self-care

Make time for activities that help you relax and recharge, such as exercise, hobbies or spending time with loved ones.

4

## Build your support network

Connect with colleagues, mentors or friends who understand the pressures of public life. Seek support from mental health professionals if needed.

5

## Remember your purpose

Most importantly, focus on the positive impact you're making in your community, and don't let online negativity detract from your mission.

# Recap: Best Practices



- Create a social media calendar.
- Choose the right platforms for your message.
- Post consistently and use high-quality images/videos.
- Use platform features like Reels.
- Acknowledge and address concerns.
- Correct misinformation with facts.
- Set boundaries against negativity.
- Protect your mental health by limiting screen time and curating your feed.
- Think before you post – consider the impact of your words.
- Grow your following, engage with local communities and consider bilingual posts.
- Be critical of online content, especially regarding deepfakes.
- Fact-check before sharing.
- Stay informed about the evolving digital landscape and its potential challenges.



- Don't share personal information excessively.
- Don't post on TikTok
- Don't engage with negativity.
- Don't neglect your mental health.
- Don't spread misinformation.
- Don't ignore AI's impact.



# Thank you.

## Questions?

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