



# **Virtual Services Guideline**

## **EarlyON Child and Family Centre**

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## Purpose

This guideline outlines requirements for providing virtual services for EarlyON Child and Family Centres (EarlyON Centres).

## Overview

Virtual services delivered by EarlyON use web-based and telephone platforms to offer services that maintain relationships and support families. You can use virtual services to introduce families to EarlyON Centres and provide information and resources for new and regular EarlyON participants. You can post or facilitate activities and resources appropriate for children from birth to six years old that support all areas of development and activities or resources that meet parents and caregivers' needs and connect them to services in their community.

## Outcome

EarlyON Centres' virtual services will provide opportunities for families in Peel to gain access to services and information virtually. Virtual services build awareness of programs and services and meet the core services mandated by the province of Ontario: **Supporting Early Learning and Development, Engaging Parents and Caregivers, and Making Connections for Families.**

## Framework and standards for EarlyON virtual services

### Live Online Programming (maximum weekly hours)

We reserve the right to review and adjust the number of online programming hours you offer.

Framework:

- Provide dedicated online programs for the number of allocated weekly hours for programming, staffing and planning.
- The allocation for dedicated online programs offers 45 minutes of planning time for every 60 minutes of online program for two staff members to offer this service.
- Offer up to five hours weekly of online programs within existing allocated hours in circumstances such as the cancellation of in-person programs or other situations that may arise.

Standard:

- Programs should occur throughout the day. Live online programming can be group activities such as story time, physical literacy, and sing-alongs. You can use a closed or public group using platforms such as Zoom, WebEx, GoToMeeting. You may also use

platforms such as Facebook Live and Instagram Live, however, you will not be able to track attendees in the booking technology, OCCMS.

- Programs should, where possible, be 30 minutes.
- Programs should use a minimum of two team members to facilitate groups, with one staff as a facilitator and one staff to monitor.
- Programs are planned and facilitated for families in Peel with a system-wide lens. Program names or descriptions should not refer to specific EarlyON locations.
- Programs should promote [InfoPeel](#) verbally and in the chat box to build families' awareness of how to access all EarlyON programs in Peel.

Program time includes:

- Time spent facilitating live online programs.
- Time online before and after programs. You can be online before the program, accepting participants, taking attendance, and welcoming participants to the program. Time after a program can include receiving feedback verbally or in the chat feature, engaging participants in a survey and saying goodbye to participants.

Planning time includes:

- Researching and creating original content.
- Curating content, which compiles and presents material using existing information.
- Analyzing data collected from program engagement, including participant feedback and survey results.

### **Virtual support and engagement (1:1 support and web-based engagement)**

Framework:

- Supported through staffing model for weekly allocated program and staffing hours.

Standard:

- Post content in the morning, afternoon, or evening. Tailor posts based on audience engagement and streamline them to communicate more effectively with families, focusing on promoting programs and supports. Posts must include the hashtag #EarlyONPeel.
- You can create one-to-one interactive parent engagement by chatting with telephone or web-based voice and video conferencing.
- Web-based engagement can include emails, messaging communication, and responding to comments on social media platforms, including weekly emails to families with play-at-home activities and responding to parent and caregiver comments.

## EarlyON service provider legal liability and risk

It is your responsibility to maintain all platforms that you use to provide virtual services. You must follow the below practices to limit the liability and risk of delivering virtual services:

- Follow the terms of use of websites used as links and resources.
- Follow proper copyright and reference laws when posting online. Copyrighted works are legally protected. Do not place copyrighted works online without written or explicit permission from the author/creator or authorized holder. Placing copyrighted works online without proper permission could have legal consequences.
- Develop policies and practices to comply with privacy legislation, including the *Freedom of Information and Protection of Privacy Act* (FIPPA), the *Personal Health Information Protection Act, 2004* (PHIPA), and the *Child Care and Early Years Act, 2014* (CCEYA) and communicate these policies to families.

EarlyON virtual services **cannot**:

- Read copyrighted books and sing copyrighted songs posted online without the authorized holder's permission.
- Provide an out loud rendition of a book or song from memory posted online without the authorized holder's permission.
- Post an author's reading of their book or artist performance of their song using the author or artist's original content reference on Instagram. Instagram does not have a repost feature, and the use of a third-party app for reposting is illegal. This infringement also applies to Facebook, where users cannot post content available from other sources without permission.

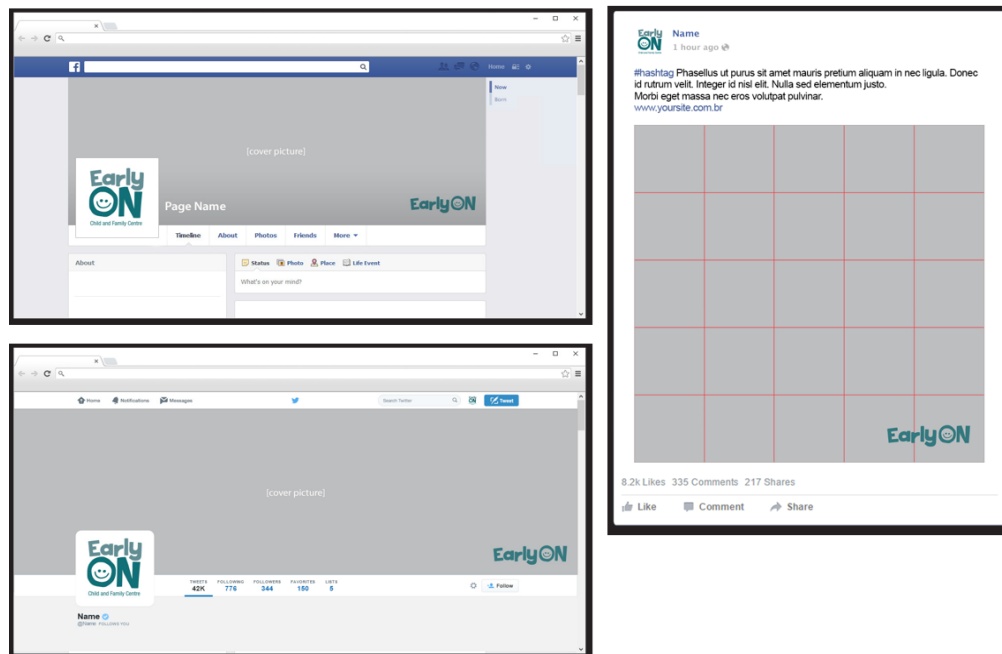
EarlyON virtual services **can**:

- Remove any previously recorded copyrighted books and songs for which permission has not been granted or do not recognize or acknowledge the author, publisher, illustrator, and any other parameters detailed in the consent given for using the work.
- Use books and songs in the public domain and those where the authorized holder has granted permission. The term public domain refers to materials that are not protected by intellectual property laws such as copyright, trademark, or patent laws. The public owns these works, and anyone can use public domain work without obtaining permission.
- Retweet an author's reading of their book or artist performance of their song using the author or artist's original content reference on X (formerly Twitter). When using Facebook, users can reshare the content initially posted by the author/artist on Facebook.
- Follow the stipulated terms of use for copyrighted works.
- Use books for which you have permission. Please note: [Access Copyright](#) now offers EarlyON service providers the opportunity to purchase a license for the Read Aloud Canadian Books Program for non-commercial purposes.
- Act quickly if a security breach occurs and follow the Serious Occurrence Requirements for EarlyON Providers.

## Visual identity and Peel Region materials

When using virtual services for EarlyON Centres, all messages must adhere to the [Visual Identity Guideline](#) that contains information on the logo, brand assets and application.

We encourage you to use the EarlyON logo as the header image for your profile on social media platforms. Alternatively, you can use the EarlyON logo on each post. The EarlyON Child and Family Centre logo must be visually represented in all social media posts. In all cases, you must follow the Visual Identity Guideline. Examples of Facebook, Instagram and X (formerly Twitter) formats are below.



We issue electronic social media toolkits to you throughout the year to highlight various initiatives specific to EarlyON Centres and community-focused initiatives. These web-based packages will be sent to you electronically when they become available. You are to disseminate and post the messages as they appear in the package. You must contact us at [earlyon@peelregion.ca](mailto:earlyon@peelregion.ca) to receive permission to make changes to statements included in the social media toolkits. You should post messages from the social media toolkits promptly within the timeframe relevant to each initiative.

## Essential etiquette for providing virtual services

When providing virtual services, you should follow best practices:

Staff:

- Limit the number of staff fulfilling administrator duties. Provide training for staff fulfilling the administrator role. Change all passwords when an administrator leaves the agency.

- Ensure staff who take part in planning and delivering virtual services have adequate training and address the need for their capacity building where applicable.

#### Conduct:

- You should not share content about sensitive agency information; this includes financial, operational, and legal information and any information about program participants.
- Principles of integrity, professionalism, and impartiality should be observed by staff when posting online. You must not use dishonourable content such as racial, ethnic, sexual, religious, and physical disability slurs when posting online. Act in ways that are respectful of the dimensions of diversity.
- Maintain privacy and respect for staff and participants by setting norms, rules of participation and limiting visual distractions and settings that could reveal personal information. If there is an intention to record the event, you must seek the participants' informed consent.
- Maintain professional boundaries in your role as an EarlyON Centre staff. Refer to the Staffing Requirements for EarlyON Provider's Policy for role profiles.
- Act within the limits of each platform used.
- When possible, engage families before delivering online programming to understand what they are interested in receiving through online platforms.
- Respond respectfully to user comments, both positive and negative.
- Own and amplify the EarlyON brand's identity and message consistently across platforms.

#### Content and materials:

- Use content with credible sources that follow best practices for meeting the developing needs of children and parents, and caregivers. Give credit to the sources used by mentioning the creator's handle and citing sources.
- Online programs differ from traditional in-person interaction because it is harder to stay focused online. Therefore, you should keep programs/sessions shorter and break them up into manageable pieces. For instance, offer a 30-minute program instead of for a full hour or limiting the group's size to promote quality of programs and interactions and ensure you meet the needs of all families participating.
- Use practices and content that foster engagement, relationship building, interaction, are process-oriented and aligned with HDLH.
- Use props that parents and caregivers can access easily at home and do not require unique materials to be bought.
- If using images of your child, protect your child's digital presence and rights to privacy by making value-based decisions on the potential risks of digital disclosure and use. You can only use photographs of family members and friends where faces can be identified with their consent. When in a group session, set participation rules with the group at the start of the session, noting that participants cannot record the session.
- Edit content to ensure an uncluttered presentation that is free of grammatical and spelling errors and uses plain language to communicate the main message.

Visit [Hootsuite to learn more about social media etiquette rules for businesses](#).

## Eligible and ineligible virtual services

Eligible and ineligible platforms and virtual services are listed below.

### Eligible:

1. EarlyON service provider platform for:
  - Website
  - Social media such as Facebook, X (formerly Twitter), Instagram
  - Private and unlisted YouTube channels
  - Web-based voice and video conferencing such as Skype, Zoom, Facetime, WhatsApp
  - Email
  - Marketing and Organization such as Mailchimp, Hootsuite, Constant Contact, Sprout Social
  - Access Copyright license
2. Telephone. If using a personal phone, block the number by dialling \*67 before making the call. Listen for three beeps. Dial the number.
3. Programs provided in a virtual platform that meet the Ministry mandated core services and align with the foundations of HDLH.
4. Certified, licensed, manualized programs where you have received permission from the registration/certification/licensing body to provide the program in an online format such as Mother Goose and Infant Massage.
5. Third party service providers who are identified as approved for EarlyON services such as Registered Dietitian for nutrition services, EveryMind Mental Health Services for Child Development Supports and The Indigenous Network (TIN) for Journey Together programs.

### Ineligible:

1. Personal accounts for all virtual platforms.
2. Personal telephone without blocking the number.
3. Programs that are product driven and require parents and caregivers to buy specific materials.
4. Certified, licensed, manualized programs where you have **not** received permission from the registration/certification/ licensing body to provide the program in an online format.



## Reporting requirements

Virtual programs and attendance for online programs are entered into OCCMS. You must collect and submit Key Performance Indicators (KPIs) to us as listed in GovGrants and any other reporting templates provided by us.

## Reporting submission timelines

We will provide a current year reporting calendar with submission due dates related to all EarlyON funding.

## Contact us

If you have questions related to virtual services, please direct your inquiry to [earlyon@peelregion.ca](mailto:earlyon@peelregion.ca)

## Appendix A: Tips for using virtual platforms

**X (formerly Twitter) Analytics.** X analytics allows you to measure and boost your impact with dashboards. You have access to audience analysis and tweet activity. You can track metrics such as a top tweet, new followers, top followers, top mention, engagement, reach, link clicks. [Learn more about X Analytics.](#)

**Blocking people on Instagram.** This feature allows you to block a user. Blocked users are not notified. For instructions on how to block a user, visit [Instagram Help Center](#).

**Zoom breakout rooms.** Allow you to split your Zoom meeting into up to 50 separate sessions. The meeting host can choose to split the participants of the meeting into these individual sessions automatically or manually and switch between sessions at any time. For information on how to create and manage breakout rooms, visit [Zoom Support](#).

**Facebook closed and secret group.** To protect the privacy of group members' posts, discussions, photos, or files, you can make your group closed or secret when creating a new group or changing an old group's privacy settings. For instructions on how to create closed or secret groups, visit [WikiHow](#).

**Create recurring Zoom meetings.** Allows you to set the call settings you want once and have them be in there every time you plan to meet, and you can join calls using the same URL each time. For instructions on how to create recurring meetings, visit [Pocket lint](#).

**Direct message on X (formerly Twitter).** You can start a non-public conversation or create a group conversation with anyone who follows you. For instructions on direct messaging, visit [X Help Center](#).

**Facebook.** A social networking website where users can post comments, share photographs, post links to news or other interesting content on the web, chat live, and watch short-form videos. Shared content can be made publicly accessible or shared only among a select group of people or with a single person. Many helpful tips and video tutorials on the various feature of Facebook can be accessed by visiting [Facebook](#).

**Facebook live.** This feature uses the camera on a computer or mobile device to broadcast real-time video to Facebook. Live broadcasters can decide who on Facebook can see their video and engage their audience during the moments and events important to them. For instructions and tips on using Facebook Live, visit [Facebook Help Center](#) and the [Meta Blog](#).

**Hashtags.** Keyword phrases spelled out without spaces, with a pound sign (#) in front of it such as #EarlyONPeel. They are used to denote specific topics of conversation. They are used to increase engagement, build your brand, and find your audience. Hashtags that spread quickly and get used by many different users begin to trend. Whenever there is a trending topic or hashtag within your sector's circle on social media, take note of that such as #newmom. You can jump on that hashtag to increase your brand awareness too. Hashtags are used on X (formerly Twitter), Facebook, and Instagram.

**Instagram.** A free photo and video sharing app that allows you to upload pictures and videos and share them with your followers. For helpful tips and video tutorials on using Instagram, visit [Instagram Help Center](#).

**Instagram insights.** You learn more about your followers and the people interacting with your business on Instagram. For example, you will find insights such as gender, age-range, and location. You can also see which posts and stories your audience sees and engages with the most. Insights and metrics about your account include paid activity as well. Reach, accounts reached, impressions and impressions by day reflect both paid and organic activity. For more on Instagram Insights, visit [Instagram Help Center](#).

**Record meetings - Zoom.** Participant permission is needed. The meeting host enables recordings in settings (for paid subscriptions). For instructions on how to record a meeting, visit [Zoom resources](#).

**Safety.** Increasing safety when using social media is paramount for all users. To see instructions on how to increase your safety while using Instagram, visit [Instagram Help Center](#).

**Social media image sizes.** Having the optimal image size for each social media platform ensures that your images look their best. The most recent social media image dimensions, as of 2020 for Facebook, Instagram, X (formerly Twitter), YouTube, and other platforms, can be found by visiting [Hootsuite](#).

**Stories.** Instagram stories differ from regular Instagram posts because they come in a "slideshow" format. They are only live for 24 hours, but Stories can be saved to any of your devices and reused at a later point. Stories are displayed at the top of follower timelines where users already look daily. For more information on Instagram Stories, visit [Instagram Help Center](#).

**Tagging friends - Facebook** in your photos or your posts is easy if you want to list them in a post, such as a status update saying that you had a fun time with them at an event or you are about to meet them for a community event. For instructions on how to tag users, visit [Lifewire](#).

**Teasers.** These posts are a simple way to talk about your activity or program, increase excitement, and direct users to your website or interactive group activity.

**X (formerly Twitter).** A 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 280 characters long and can include links to relevant websites and resources. X users follow other users. If you follow someone, you can see their tweets in your X 'timeline'.

**Unfollow and blocking on X (formerly Twitter).** People unfollow other accounts when they no longer wish to see that account's Tweets in their home timeline. You can still view them on an as-needed basis by visiting their profile unless their Tweets are protected. Block is a feature that helps you control how you interact with other accounts on X. This feature allows users to restrict specific accounts from contacting them, seeing their Tweets, and following them. For instructions to unfollow and block users, visit [X Help Centre](#).

**Unfollowing, removing, and blocking friends on Facebook.** Facebook has a handy option that allows you to "unfollow" friends to stop seeing their posts in your News Feed without having to

remove them as a friend (a.k.a. "unfriending" them). When you unfollow or block someone, they are not notified about it. For instructions on unfollowing, removing, and blocking users, visit [Lifewire](#).

**YouTube.** A video-sharing service where users can watch, like, share, comment and upload their videos. Users can access the video service on PCs, laptops, tablets, and mobile phones.

**YouTube video categories.** **Public** videos will appear in a search, and anyone can view them. When videos are **unlisted**, they can be viewed by those with whom the uploader shares the link and anyone with whom those people share the link, and as many times as it is reshared (no google account needed). If there is a complaint about inappropriate content, YouTube reviews the video and will remove inappropriate videos within 24 hrs. Copyrighted material falls into inappropriate content. The video cannot be accessed when YouTube or the uploader removes it. Videos listed as **private** can be seen by those with whom the uploader shares the link (50 people max), but not by people who receive the link from a secondary source. Viewers must have a google account to access the video. The video cannot be accessed when the uploader removes it. For more information on public, unlisted and private videos, visit [Filmora](#) and [Page Cloud](#).

**Zoom virtual backgrounds.** Choose virtual backgrounds or upload an image to customize your background. It is available for both iPhone and desktops. This feature can help to keep your virtual environment private. For instructions on how to choose or upload virtual backgrounds, visit [Pocket lint](#).

**Zoom.** A cloud-based video conferencing service you can use to meet virtually with others by video and audio; all, while conducting live chats and screen sharing, it lets you record those sessions to view later. The user has many plans to choose from, ranging from Zoom Free to Zoom Rooms, and each plan allows various levels of features. The free version of Zoom allows an unlimited number of meetings that are capped at 40 minutes in length and cannot be recorded. To choose a plan, download Zoom and access many video tutorials; visit [Zoom](#).

**Zoom analytics.** The dashboard shows you a real-time look at your Zoom meetings. You can find the dashboard by logging into your account, clicking Account Management, and then clicking dashboard on the right side of the window. [Learn more about accessing Zoom analytics](#).

When using online platforms, do not say anything or add text to a chat window you would not want others to read, hear, or break your professional standards. To maintain privacy, do not share images or recordings with participants' names or faces.

**Zoom bombing.** The practice of uninvited attendees breaking into and disrupting meetings, often broadcasting inappropriate materials and remarks. The following tips are suggested to limit Zoom bombing:

1. When you start a meeting, you get to invite people and send out a link that looks like this: <https://zoom.us/> followed by a long string of numbers, letters both capitalized and lower-case. A safer way to invite people is to jot down the meeting ID, which is noted in the middle, found at the top of the screen where you go to get the link, and the password, at the bottom right. Put those in an email with a personal note to make your guests feel a lot better about this meeting's security. They can either go to <http://www.zoom.us> to log into the meeting or open the app. If sharing this link publicly, follow added noted security practices.

2. Adjust the screen share options by accessing the general Zoom settings app window. Select Advanced settings. There you instruct Zoom only to let the host share the screen.
3. Use waiting rooms that let the host pre-screen the guests before the meeting starts for an extra security layer. To get there, go to your master account settings (under "My Account" at the top right of the main screen), click Settings, go to the Meetings tab, and scroll to the bottom, where you will find the Waiting Room options. Once clicked, this will be the default on all your meetings.
4. Lock the meeting. When you lock a Zoom meeting that has already started, no new participants can join, even if they have the meeting ID and password. In the meeting, click Participants at the bottom of your Zoom window. In the Participants pop-up, click the button that says Lock Meeting.
5. Create a webinar instead of a meeting. A webinar is a presentation to a group that does not bring in participation and is thus less likely to be hacked. It is only available with paid subscriptions.

## **Glossary and key definitions**

**Analytics** | Analytics is an umbrella term used to describe social analytics tools and their information. Most social networks include their analytics tools to help businesses analyze how well their posts are doing for metrics such as reach, engagement, and follower growth.

**Block** | When you block someone on social media, you prevent them from seeing your posts on that social network. Blocked users will also be unable to follow you, message you, or tag you in photos. Blocked X (Twitter) users will not be able to add you to lists. Blocked users can still @ mention you in a post, but this will not count toward your engagement metrics. However, keep in mind that it is easy even for blocked users to publicly see the content you have posted. Use the privacy setting on each social network for better control over who sees each of your posts.

**Blog** | A blog is a digital publication type in which one or more authors post content, on a specific topic. Many brands use a blog to share engaging content with their audience and establish their industry expertise. "Blog" can also be a verb: When you write for a blog, you are blogging.

**Chat** | A chat is an online conversation with one or more people. Whether one-on-one or in a group, chats are usually private and text-based, although they may incorporate GIFS, photos, and even audio recordings. Common chat platforms include WhatsApp and Facebook Messenger. "Chat" can also be used to mean a moderated public conversation on social media, organized around a hashtag. X (formerly Twitter) chats, like the monthly #HootChat, are a prime example.

**Comment** | A comment is a form of engagement in which a user replies to your social media post. Comments can offer praise, ask questions, express disagreement, and otherwise contribute to the online conversation about your social content. Comments can include text, hashtags, @ mentions, and emojis. Many comments show that your post is engaging and may boost its position in the newsfeed based on a social network's algorithm.

**Content curation** | Content curation involves collecting relevant content from credible sources and then sharing it with your social followers by linking to the original post. It is a way to create value for your audience beyond sharing your original content. Sharing resources can also be an excellent way to build relationships with thought leaders in your field.

**Dashboard** | A social media dashboard is a tool that allows marketers and social media managers to manage all their social platforms from one screen. A dashboard enables its users to schedule, post, view, and respond to organic and paid social posts and create analytics reports. A dashboard is also an essential tool for social listening.

**Direct message** | A direct message (DM) is a private message sent through a social platform. By default, DMs from non-followers are blocked or filtered into a secondary inbox. However, brands that wish to use DMs to interact with customers can change their settings to receive DMs from anyone.

**Email** | A message that may contain text, files, images, or other attachments distributed by electronic means from one user to one or more recipients via a network.

**Embed** | An embed is a social post or other digital content displayed within another piece of content using digital embedding tools. Most social networks offer native tools to embed their content in blog posts or webpages using a bit of code. Properly embedded content retains the post's original content and links to the original post and the creator's profile.

**Feed** | A feed is an updated list of all the new content posted by the accounts a user follows on social media. Rather than being purely chronological, most social media feeds are controlled by an algorithm.

**Followers** | Followers are people who have liked (or "followed") your accounts on social media.

**Friend** | A friend is a person that you connect with on Facebook. Unlike a fan or follower, a friend is a two-way connection—both you and your friend must endorse the relationship. Facebook business pages cannot have "friends," only fans or followers.

**GIF** | GIF is an acronym for Graphics Interchange Format, a file format supporting both static and animated images. GIFs rose to popularity to react on social media without words. Facebook and X (formerly Twitter) both support animated GIFs.

**Group** | A group is an online community within a social network. Groups can be public or private. Within a group, community members with a common interest can share information and discuss relevant topics. Both Facebook and LinkedIn offer groups on their platforms.

**Handle** | Your handle is your username on social media. It is usually noted as @username. It can also be used in your personalized URL for each social network. It is a good idea to use the same handle across social networks to make it easier for potential followers to find your accounts.

**Hashtag** | A hashtag is a word or phrase preceded by the "#" sign. Hashtags are used on social media to tag posts as part of a larger conversation (such as #newmom) or topic (such as #Superbowl). Clicking a hashtag reveals the latest posts that include the tag. Hashtags are searchable and serve a similar role to keywords.

**Header image** | A header image is the picture that appears at the top of a social media profile. Also known as a cover image or cover photo, it provides a chance to highlight your products, team, or any other aspect of your business that will make people want to explore your profile.

**Like** | A Like is a form of engagement on social media. It is a quick way of showing that you like the content posted by simply clicking a button. On Facebook, the Like button is a thumbs-up, while on Instagram and X (Twitter), a Like is indicated by a heart. Liking content also works like bookmarking since you can go back later to view Liked content.

**Live online programming platforms** | Video conferencing services that allow you to meet virtually with others. Examples include Zoom, GoToMeeting, WebEx.

**Microblogging** | Microblogging is the practice of publishing short content updates to platforms such as X (Twitter).

**Platform** | A platform is a social network or a component of a social network. X (formerly Twitter), Facebook, and Instagram are all social platforms. However, some marketers may consider Facebook news feed and Facebook stories to be different platforms since they may have different audiences and use different marketing strategies. The platform can also refer to a social media relationship management tool. In this case, it is called a social media management platform.

**Post** | A post refers to any social media status update, photo, video, or item shared on a blog or forum.

**Private** | A private social account or group is shielded from public view. While the basics of the account or group, like profile picture and name, are visible to anyone, the content shared is accessible only for approved followers. On X (formerly Twitter), a private account is referred to as "protected."

**Repost** | To repost is to share another user's content on social media and includes regramming, repinning, or retweeting. It also includes sharing another user's Instagram post in your Instagram Stories.

**Retweet** | To retweet is to share someone else's Tweet with your followers. When you click the retweet button on the X (formerly Twitter) website or app, you can opt to republish the tweet as is or add a comment to explain why you are sharing it.

**Social media** | A web communication tool is used to build awareness of EarlyON programs and support community connections through web-based and mobile technologies to turn communication into interactive dialogue. Social media tools include blogs, Facebook, X (formerly Twitter), and Instagram. Posts and tweets are terms used for the information uploaded or shared on the social media platform. For a definition of terms used in social media platforms, [review Hootsuite's glossary](#).

**Social media management platform** | A social media management platform is a secure, scalable tool that allows businesses to manage multiple social media accounts across departments and devices. Social relationship platforms are used for monitoring, posting, and tracking social media and help manage everything from customer service to lead generation.

**Stories** | Stories are a form of ephemeral content on Facebook, Instagram, or Snapchat that disappears after 24 hours.

**Tag** | A tag is a keyword added to a social media post to categorize the content. You can also tag someone in a post or photo, which creates a link to their social media profile and associates them with the content. Users have the option to remove unwanted tags from their profiles.

**Telephone services** | Traditional landline, mobile phones, and Voice over Internet Protocol (VoIP), making phone calls possible from any internet-connected device with a microphone and speakers.

**Trending** | A trending topic or hashtag is popular on social media at a given moment. Trends are highlighted by social networks such as X (formerly Twitter) and Facebook to encourage discussion and engagement among their users. The trends that you see on X and Facebook are based on your location, whom you follow, and the content you like.

**Tweet** | A Tweet is a X (formerly Twitter) post. Tweets are limited to 280 characters and can include photos, videos, and links. They are public by default.

**Unfollow** | To unfollow someone is to unsubscribe from their social media account. If you would prefer to maintain the social connection but do not want to see their posts, you can mute them instead.

**Virtual support/engagement** | one-to-one virtual parent/caregiver support such as tele-consult and web-based engagement using a website, social media, email, messaging.

**Web-based voice and video conferencing platforms** | Video conferencing services that allow you to meet with others virtually, such as Skype, Facetime, Zoom, WhatsApp, GoToMeeting, WebEx.

**Webinar** | A webinar is a digital broadcast of a presentation intended to educate or inform. Webinars allow users to watch a presentation from their computer or other devices and often interact directly with the presenter or fellow attendees through chat or video. For more definitions of social media terms, review [Hootsuite's glossary](#).

**Website** | A location connected to the Internet that maintains one or more webpages.