

**Status Update – Tourism Saskatchewan
February 9, 2021
Provincial Auditor 2018 Report - Volume 1**

Chapter 32. Tourism Saskatchewan: Managing the Use of Social Media

Recommendation (state) Indicate New/Outstanding	Page # In PA Report	Current Status (implemented, partially implemented, not implemented)	Action Taken to Implement since PA Report	Planned Actions for Implementation	Timeline for Implementation
<p>New: 1. We recommend that Tourism Saskatchewan complete a social media strategy including performance measures and targets for its use of social media.</p>	<p>304</p>	<p>Implemented</p>	<p>A draft strategy that had been created in 2011 was updated and completed. It was then reviewed and approved by the Manager of Marketing (department responsible for social media) and members of the Executive Leadership Team (ELT). Performance measures and targets exist in branch work plan.</p>	<p>N/A</p>	<p>Completed</p>
<p>New: 2. We recommend that Tourism Saskatchewan approve comprehensive social media policies.</p>	<p>304</p>	<p>Implemented Partially</p>	<p>Existing overarching social media policy was reviewed and updated. Draft supporting guidelines and procedures were updated and finalized. They were then reviewed and approved by the Manager of Marketing (department responsible for social media) and members of the</p>	<p>Finalize social media risk assessment and update policy to address all identified risks.</p>	<p>Complete by December 2019</p>

			Executive Leadership Team. However, a detailed risk assessment needs to be completed to ensure that the policy addresses all identified risks.		
New: 3. We recommend that Tourism Saskatchewan require all staff who represent it on social media to periodically review and agree to its social media policies.	305	Implemented	All staff responsible for managing social accounts are to review social media policy/guidelines/procedures as part of their bi-annual workplan meetings.	N/A	Completed
New: 4. We recommend that Tourism Saskatchewan post approved terms of use on its social media channels.	305	Implemented	Terms of use were developed and implemented as tabs on main consumer Facebook page and Fishing in Saskatchewan Facebook page using Woobox service. Social media terms of use have also been posted to main website in reference to other social channels, where character space limitations make posting impossible.	N/A	Completed
New: 5. We recommend that Tourism Saskatchewan provide its Board and senior management with periodic reports on the planned and actual results	306	Implemented	Major social media and digital marketing initiatives are provided to Executive Leadership Team and included as appropriate in reports that are provided to the Board as part of	N/A	Completed

from its use of social media.			quarterly business plan reporting.		
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Provincial Auditor 2020 Report - Volume 1

Chapter 32. Tourism Saskatchewan: Managing the Use of Social Media

Recommendation and Status at Time of Audit (Indicate whether new or outstanding)	Page	Current Status (implemented, partially implemented, not implemented)	Actions Taken to Implement Since PA Report	Planned Actions for Implementation	Timeline for Implementation
Outstanding Social Media Policies Require Further Improvement <i>We recommended that Tourism Saskatchewan approve comprehensive social media policies.</i> (2015 Report – Volume 2; Public Accounts Committee agreement January 11, 2017)	287	Implemented	Finalized social media risk assessment. Updated and approved social media policy, guidelines and procedures to ensure all identified risks have been addressed.	N/A	Completed