

Chapter 32

Tourism Saskatchewan—Managing the Use of Social Media

1.0 MAIN POINTS

By December 2019, Tourism Saskatchewan had implemented the final recommendation of the five initially made in our 2015 audit related to its processes to manage the use of social media.

Tourism Saskatchewan has mitigated potential risks associated with the use of social media. It finalized and incorporated a risk assessment into its policies. Having comprehensive social media policies will help ensure Tourism Saskatchewan address risks that arise when using social media.

2.0 INTRODUCTION

Tourism Saskatchewan is responsible for developing and promoting tourism in Saskatchewan. Its mandate includes marketing, visitor services, education and training, and product and industry development. It uses social media channels extensively to fulfill its mandate. A Board of Directors, appointed by the Government of Saskatchewan, governs Tourism Saskatchewan.

This chapter describes our second follow-up of management's actions on a recommendation we made in our *2015 Report – Volume 1*, Chapter 41. We concluded that, for the 12-month period ended May 31, 2015, Tourism Saskatchewan had effective processes to manage its use of social media except in the areas of the five recommendations.¹ By January 2018, it had implemented four of the five recommendations.²

To conduct this audit engagement, we followed the standards for assurance engagements published in the *CPA Canada Handbook—Assurance* (CSAE 3001). To evaluate Tourism Saskatchewan's progress towards meeting our recommendations, we used the relevant criteria from the original audit. Tourism Saskatchewan agreed with the criteria in the original audit.

To perform this follow-up audit, we discussed actions taken with management and reviewed the relevant documentation (e.g., Tourism Saskatchewan social media policy).

¹ The original report regarding these five recommendations can be found at auditor.sk.ca/publications/public-reports *2015 Report – Volume 2* (Chapter 41, pp 293-304).

² The first follow up report regarding these five recommendations can be found at auditor.sk.ca/publications/public-reports *2018 Report – Volume 1* (Chapter 32, pp 303-306).



3.0 STATUS OF RECOMMENDATION

This section sets out the recommendation including the date on which the Standing Committee on Public Accounts agreed to it, the status of the recommendation at December 31, 2019, and Tourism Saskatchewan's actions up to that date.

3.1 Approved Social Media Policies in Place

We recommended that Tourism Saskatchewan approve comprehensive social media policies. (2015 Report – Volume 2, p. 293, Recommendation 2; Public Accounts Committee agreement January 11, 2017)

Status – Implemented

As of December 2019, Tourism Saskatchewan had finalized its risk assessment for social media, and used this assessment to update its social media policy and procedures.

The updated policy and procedures provide clear actions for staff to take to address risks associated with the use of external social media (e.g., Facebook, Twitter). For example, they set out actions staff should take in the case of compromised social media accounts, or inappropriate postings to accounts.

Having a comprehensive social media policy and supporting procedures increases the likelihood of addressing identified risks associated with posting on social media.