Burnt Stores Isles Association (BSIA) Guidelines for Facebook Group
Approved February 2, 2024

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Framework for Administering Facebook Group

Social media guidelines provide the standards for social media postings, whether someone generated them internally or externally. Just to be clear, an internal post refers to any Board member who publishes a post on behalf of BSIA.

An external post refers to Burnt Store Isles Association members who post something about BSIA on the BSIA Facebook Group page. Only BSIA members in good standing shall be invited to the BSIA Facebook Group page which shall be administered as a private Facebook Group.

The following guidelines apply to the BSIA Facebook Group page:

Preferred Tone of All Postings: The tone for all postings shall be consistent with the purpose of the Burnt Store Isles Association. BSIA has been formed to provide a means for residents and owners of property in Burnt Store Isles to jointly promote the continual improvement of the neighborhood, to protect the common interest of all residents, foster good fellowship, to protect the health, safety and well-being of the residents and owners, to provide educational programs, and to cooperate with other civic groups, owner associations, and governmental agencies as they consider plans and programs for the area. Source: BSIA Bylaws.

Access to social media platform (currently a Facebook Group page): The e-Communications Director (e-CD) shall have the login credentials and be responsible for storing them in a secure location. The e-CD shall also be responsible to monitor, review and delete posts as necessary This person shall be responsible for responding in kind to negative feedback or comments and making public apologies when a problem calls for one.

Responding to Comments and Messages: Because social media is a conversation, it will be necessary for BSIA to respond at times.

⟩ In general, if a positive comment is made on a Facebook post, "like" it. People appreciate being heard and acknowledged!
⟩ If an individual or organization shares BSIA content on their social media platforms or writes something and references the organization, a quick "Thank you for supporting us!" comment is a clear way to show acknowledgement.
⟩ If someone has shared helpful information, it's nice to thank him or her for sharing.
⟩ If someone sends a private Facebook message that is not spam, they should receive an answer. If it is something that is beyond the scope of the BSIA Board they should receive a standard response that this matter should be directed to the appropriate resource to answer their question.

<u>Handling Negative Posts:</u>

) If the comment is harmless but just nasty, leave it up; usually, the conversation won't go any farther or other supporters will police. Do not engage by replying.
) Use other ways to address common misconceptions. Address common questions in future weekly e-newsletters in addition to posting the information on the Facebook Group page.
) If a comment spreads misinformation, leave it up and respond with the appropriate corrected information.
) Any statements that are inconsistent with the guidelines below will be removed so that a respectful, supportive community can be maintained.

<u>BSIA Guidelines for Facebook Group:</u>

1. Be kind and courteous. Treat everyone with respect.
2. No hate speech or bullying. Bullying of any kind isn't allowed and degrading comments about things such as race, religion, culture, sexual orientation, gender, or identity will not be tolerated.
3. No promotions or spam. Promotion or information about for-profit organizations/entities will NOT be allowed unless referencing an officially sponsored event by BSIA. There shall be no forwarded posts, outside/external links, memes, or GIFs. Information about non-profit organizations or government agencies are permitted as long as the material is relevant to the purpose of BSIA.

The BSIA Guidelines for the Facebook Group shall be posted on the BSIA website.

Sources: material for these guidelines were drawn from BoardEffect.com, currently serving 2,500 clients in providing good governance solutions.