



Facebook Page Policies and Procedures (11-26-23)

The Greater Eagle River Garden Club (GERGC) Facebook (FB) **page** is intended to be an interface between the GERGC members and the public to promote the gardening and education efforts in the greater Eagle River community and to encourage and increase membership. The purpose is to share information, insights, tips, questions, and knowledge about the love of gardening. Posts should always be respectful.

The FB **group** is intended for interaction between the members of the GERGC and is therefore more private. Persons who want to be a member of the FB group should be approved and understand the guidelines for posting. Administrators can see the list of members. Members can notify the other members of plants to give away or sell.

The GERGC business account name is Greater Eagle River
Garden Club

The Meta application is used to manage all posts. Posters should refresh the Browser to see new posts immediately. For any posts in question, the approved managers (see below) can use the 3 buttons at the top right of the post in question or a member can message an Administrator/Moderator with the question. If members have information they believe is valuable to the group, contact an Administrator/Moderator to review and upload the information.

There are various levels of access and roles for FB management. It is recommended that no more than 3 persons should serve as Administrators. Upon biannual elections, the appointed persons may change. The GERGC President should be an Administrator or have at least task access. The Garden of the Week (GoW) Chair should be granted task access.

Roles to use and manage the FB page and group include:

- Administrator- controls and can access all tools for FB site (Carol Norquist and Jeana Shneitman).
- Task Access – can post, delete, edit, and reply to comments (President and GoW Chair),
- Moderator- posts and edits (no one at this time).

Routine types of posts include GoW for homeowners and businesses from approximately June to September, events happening in the local area related to gardening, and other appropriate garden or plant related information. It is recommended that posts are made at least once a week from November to March and 2-3 times per week between March and November. Administrators can invite friends to view the GERGC FB page.

Appropriate types of posts include:

- GERGC membership, benefits, and events.
- Information about gardening and gardening events and other local garden club activities.
- Efforts related to conservation, environmental protection, pollinator gardens, and contributing to the beauty of the Eagle River community.
- Native plants.
- Horticulture topics in general.
- Photos submitted to an Administrator from a homeowner or business (permission implied).
- GoW awards (require property owner permission and signed release) and owner privacy should be considered when posting photos.

- Photos of gardens and flowers, natural Christmas trees, and the Blue Star Marker (or other plant-related photos) from public property are all appropriate for posting without permission.
- Gardening related promotions are only allowed for information related directly to the GERGC and the mission. Examples of such posts allowed may include items from UAF Cooperative Extension Service, Matsu Experimental Farm, Alaska Master Gardener's Association, and State, Regional, and National Garden Club associations. Other gardening related organizations outside of these listed may also be appropriate.
- How to videos from the National Garden Club or other similar groups.
- Material or information from another source if the source is cited in the posting.
- Posts

Administrators and those persons with Task Access making posts must consider the following for posts:

- The best way to share information is to link to the original source when possible.
- Be kind when working with other members and considering appropriate FB posts.
- Read the guidelines periodically to ensure the Guidelines and Standing Rules are followed.
- Be active to maintain public interest in the FB page and to maintain status as an administrator.
- Be objective and always meet the GERGC guidelines and standing rules.
- Think before you post to make sure it is correct and no harm will be done to anyone or their property.
- **No posts related to the promotion of products, advertising, or selling of items by any private entity, business, or commercial vendor are allowed. No links are allowed to any such entity.**
- No posts about politics, religion, surveys, or job postings are allowed.
- No posts about requests for charities/charitable funding of any kind are allowed.
- Do not post material that belongs to someone else unless you have express permission to use it and give credit to the owner if you are allowed to post it.
- If posts are controversial or not unanimously agreed upon, try to come to agreement on what can be posted. If there is an issue or controversy against a particular post, consult the Executive Board for feedback before the post goes live.
- Do not post names unless it is a public event or explicit permission is acquired.
- Children's names and faces should not be posted at any time.
- Do Not 'boost' posts as it costs to do so.
- Report any 'rule-breaking' to the Administrators.