ZIWC Social Media Guidelines

Approved by the Board on 13.11.2024 and effective immediately

Purpose

To ensure all Club Members and associates understand how to actively participate in our community and be aware of the Club guidelines for use of our social media.

ZIWC is committed to keeping all Members and associates informed about Club matters, and upcoming community events and activities, etc.

To do this, ZIWC has developed alternative social and online platforms to be used for the above purpose in accordance with the below described rules.

The ZIWC Facebook Page

https://www.facebook.com/zuginternationalwomensclub/.
The purpose of this page is to promote ZIWC and its events to non-members.

Promotion is carried out by a general cross-over representation of ZIWC, the Members and the Events organised by the Club. For this purpose, the publication of photos taken during ZIWC events is permitted..
Each Member may share posts published on the ZIWC Facebook Page with other non-ZIWC Facebook groups and pages.

The ZIWC Facebook administrator will follow the ZIWC events calendar, for sharing information published on our Facebook page within a selected group of other non-ZIWC Facebook Pages and/or Groups, such as "Zug Expats" or "English Speaking Women in Zug".

Official events/activities (when open to non-members) will be created as events on the ZIWC Facebook page as published on the ZIWC events website including the registration link.

Our ZIWC Facebook Page is not the place for paid advertising as the main purpose is to present ZIWC to the wider community.

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The ZIWC Facebook Group for Active Members Only

https://www.facebook.com/groups/zuginternationalwomensclub

The ZIWC Facebook Group is a closed community open to active Members only, this offers the Members a chance to inform other Members about activities without overwhelming advertisement.

The Membership Chair manages the membership requests of new group Members and ensures, at a minimum once a year, that non-renewing individuals are removed from the Group.

Posts in our Facebook Group must be polite, positive, constructive, concise and always compliant with the ZIWC rules, regulations and Code of Conduct.

The Board reserves the right to delete posts which do not meet these standards and rules.

Interest Group (IG) Leaders

Our IG Leaders are encouraged to share info about their groups, reminders, notes, activity pictures etc. with the Membership in the ZIWC Members Only Facebook Group.

Official events/activities

All the official ZIWC events as published on our calendar may be created as an event on our Members Only Facebook Group by the responsible Chairwoman by copying the information as published on the ZIWC events website including the registration link.

After each event Members will be encouraged to post event photos.

Members activity in the ZIWC Facebook Group

Everybody can post in the ZIWC Members Only Facebook Group as ZIWC maintains a No-Approval policy.

If the post is determined to be against any of the ZIWC rules and regulations including the Code of Conduct, the Group admin will delete.

If a Member does not follow the Facebook Members Only Group guidelines then per the discretion of the Board, the individual may be removed from the ZIWC Members Only Facebook Group.

ZIWC reserves the right to invoice the Club Member directly for advertisements that are not allowed within the below rules of posting commercial information, according to the current rate as outlined in the ZIWC Advertisement Pricing.

Non-commercial information

can be shared free of charge, including but not limited to:

- offering (used) items, like furniture, clothes, household items etc, is allowed in the Facebook Group but we recommend to use the "ZIWC Market Place" WhatsApp group for this.
- pre-alert on availability of houses/apartments
- sharing articles that may be of interest to other Members for example about but not limited to residence permit, citizenship requirement changes, government information, health & safety rules etc.
- upload pictures of the area also when linked to some local event. Please remember that for last minute activities and get-togethers, ZIWC also has the "Girls ABout Town" WhatsApp group.
- sharing information on volunteering opportunities

Commercial information NOT related to the Member's own or partner's business

can be shared free of charge, including but not limited to:

- asking or making a recommendation. For example local doctors, handyman, restaurant, gym, German teacher etc
- sharing information about upcoming events. Example: Leonardo exhibition in Milan, only over the next 2 months.
- sharing personal plans with members and asking them to join, for example: Matisse exhibition on Monday…anybody wants to join? Anyone going to Expovina? Anyone going to the local wine tasting?
- local travel news for example direct train to the Zurich airport from Zug information

Commercial information related to the Member's own or partner's business:

- must clearly display the "sponsored" tag.
- must be limited to a maximum of 6 times annually per Member. The group admin will make a returning "share your biz" post on the first Monday of Feb, Apr, Jun, Aug, Oct and Dec. In the comments of this post Members may share information about their business, latest offers, events, etc.
- the advertisement must grant a 5% discount to Members or be purchased for 50 CHF advertisement fee payable to the Club. Contact advertising@ziwc.ch.

ZIWC on Instagram

ZIWC is present on Instagram under the handle **@ZIWC100** and shares information about the Club, our events and activities without external advertising.

Members are invited to follow the Club, tag the Club in IG posts and share our posts with friends and other external networks.