



GUIDELINE for FACEBOOK

POSTING RULES

Updated 2nd June 2020

The Board has decided to update guidelines for the use of Facebook to increase Club visibility.

Considering the many changes introduced regarding advertisement, this is a 6 months' trial guideline.

FB Page is open to all *(this text shall also be copied in the About page)*

<https://www.facebook.com/zuginternationalwomensclub/>.

We use this page to promote ZIWC and its events to non-members.

Club events pictures are allowed, Club Members photos are not allowed

Each member is free to share on other FB groups.

FB administrator will follow the calendar for sharing pages in a selected group of FB Pages

Official events/activities (when open to guests) will be also created as events in FB simply copying same info from web to FB.

Paid advertising (with logo) is allowed and encouraged, displaying the clear tag "sponsored". See standard contract attached.

FB Group is open only to active members

<https://www.facebook.com/groups/zuginternationalwomensclub/?ref=bookmarks>

Interest group leaders will post info about their groups, reminders, notes etc.

Official events/activities (such as Escape or parties) will be also created as events in FB simply copying same info from web to FB.

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

Each member will be able to

- ask for or make a recommendation (about doctors, handyman etc)
- share info about what's on in the area and offer to join (i.e. I am going to Matisse exhibition on Monday...anybody wanna join?)
- offer old stuff for free such as children's clothes, furniture,
- pre-alert on availability of houses
- articles that might be of interest to other members
- upload pictures of the area when nice or linked to some local event

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We shall give members the chance to inform about activities but also protect club members from overwhelming advertisement.

When sharing of info is **NOT related to their own business** (including their partner's) then it shall be totally free (i.e. there is a Leonardo exhibition in Milano only for 2 months, anybody interested in going to Expovina?)

- When sharing of info **is related to their own/partner business**:
 - It must display clearly the "sponsored" tag.
 - It should not include any logo
 - Commercial posts must be limited to max 6 times a year per member, therefore these posts will be permitted only in a certain day frame 1st of every other month members can post.
 - it must grant a 5% discount to members or be linked to a payment of 50CHF advertisement fee to the club . See standard contract attached.

FB Posts must be polite, positive, constructive and limited in length. The Board reserves the right to delete posts which do not meet these rules.

Everybody can post in FB, Only if not appropriate will the Group admin contact the person and inform about removing of the post (referring to rules and Board decision).

UPDATING THE GROUP "ABOUT" PAGE – propose text

Hallo! Please note this group is restricted to ZIWC active members. If you are a member but your FB profile has a different name please type your name/email. If you are not a member YET, we welcome you @ www.ziwc.ch If you wish to know more, please contact membership@ziwc.ch or hospitality@ziwc.ch The Club is a non-political, non-religious and non-profit organization. Its primary aim is to provide a point of contact for social interaction, and to offer support, friendship and information to newcomers to Switzerland and women in the area. The official language of ZIWC is English.

Posts in this page shall be polite, positive and constructive. The Board reserves the right to delete posts which do not meet these rules.

Each member will be able to

- ask for or make a recommendation (about doctors, handyman etc)
- Share info about what's on in the area and offer to join (i.e. I am going to Matisse exhibition on Monday...anybody wanna join?)
- Offer old stuff for free such as children's clothes, furniture,
- pre-alert on availability of houses

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- articles that might be of interest to other members
- Pictures of the area when nice or linked to some local event

Sharing of info **NOT related to their own business** (including their partner's) then it shall be totally free (i.e. there is a Leonardo exhibition in Milano only for 2 months, anybody interested in going to Expovina?)

- Sharing of info **related to their own/partner business is only permitted 1st of January, March, May, July, September, November:**
 - It must display clearly the "sponsored" tag.
 - It should not include any logo
 - it must grant a 5% discount to members or be linked to a payment of 50chf advertisement fee to the Club.

FB Posts must be polite, positive, constructive and limited in length. The Board reserves the right to delete posts which do not meet these rules.

CONTRACT TEMPLATE

This agreement is made as of **EFFECTIVE DATE** between **CLIENT** ("Client") and ZIWC.

DESCRIPTION OF SERVICES

ZIWC will post on its FB page a/o group the advertisement as provided by Customer who is fully liable for the format and the content. ZIWC still reserve the right to approve the content of the advertisement which shall be aligned with the Club's mission and values.

Posting on FB Page

- Will report Sponsored tag
- Can include Logo
- Can include Members' discount
- Price is agreed on **t.hhh** CHF per post
- Posting dates to be agreed

Posting on FB Group

- Will report Sponsored tag
- No logo allowed
- Must include 5% discount to members
- or paid 50chf fee
- Allowed only on 1st January, March, May, July, September, November:

Posting will happen once payment is received based on proposed calendar. ZIWC has the final decision rights on posting dates. In the event that ZIWC will be unavailable due to vacation or other foreseen events, every effort will be made to give reasonable notice.

PAYMENT FOR SERVICES ZIWC shall invoice Client monthly in advance. No post will be done until payment is received.

TERM This Agreement takes effect on date of signing, and continues in force for number XXX post.

TERMINATION Either party may terminate this Agreement with or without cause by giving the other party one calendar month's notice of termination.

RENEWAL This Agreement may be renewed or extended with the written consent of both parties (including emails)

Signature of this document indicates acceptance of the aforementioned terms.

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	FC PAGE	FB GROUP
	https://www.facebook.com/zuginternationalwomensclub/	https://www.facebook.com/groups/zuginternationalwomensclub/?ref=bookmarks
STATUS	OPEN to ALL	ONLY FOR MEMBERS
IG		Interest group leaders will post info about their groups, reminders, notes etc.
EVENTS	Official appointments (as Escape or parties) will be also created as events in FB simply copying same info from web to FB.	Official appointments (as Escape or parties) will be also created as events in FB simply copying same info from web to FB.
CLUB PARTY PHOTOS	NO	After each event members will be encouraged posting event photos.
ADS	YES with payment	YES with 5% discount to members or 50chf payment
SHARING from OTHER FB	YES	NO
SHARING in OTHER FB PAGES	YES	NO
POST	Open to all, can be removed when webeditor find it not appropriate	Only by Member
	Everybody	Each member will be able to
	· Share info about what's on in the area and offer to join (i.e. I am going to Matisse exhibition on Monday...anybody wanna join?)	· ask or make for recommendation (about doctors, handyman etc)
	· Offer old stuff for free such as children's clothes, furniture ONLY AFTER one month from posting on FB Group	· Share info about what's on in the area and offer to join (i.e. I am going to Matisse exhibition on Monday...anybody wanna join?)
		· Offer old stuff for free such as children's clothes, furniture,
		· pre-alert on availability of houses
	· articles that might be of interest for other members	· articles that might be of interest for other members
	· Pictures of the area when nice or linked to some local event	· Pictures of the area when nice or linked to some local event
		We shall give members chance <u>to inform</u> about activities but also protect club members from overwhelming advertisement.
	When sharing of info is NOT related to their own business (including their partners) then it shall be totally free (i.e. there is a Leonardo exhibition in Milano only for 2 months, anybody interested in going to Expovina?)	When sharing of info is NOT related to their own business (including their partners) then it shall be totally free (i.e. there is a Leonardo exhibition in Milano only for 2 months, anybody interested in going to Expovina?)
	When sharing of info is related to their own/partner business:	When sharing of info is related to their own/partner business:
	Ø It must report clearly the "sponsored" tag.	Ø It must report clearly the "sponsored" tag.
	Ø might include Logo	Ø It should not include any logo
	Ø Everybody can post on 1st day of the month	Ø it must be limited to max 6 times a year per member, therefore these post will be permitted only in a certain day frame 1 st of every other month members can post.
	Ø it must grant a 10% discount to members or linked to a payment of 100chf advertisement fee to the club. based on advertisement contract to be signed before publication	Ø it must grant a 5% discount to members or linked to a payment of 50chf advertisement fee to the club, based on advertisement contract to be signed before publication
WHO CAN POST	Everybody can post in FB. Only if not appropriate Group admin contact the person and inform about removing of the post (referring to rules and Board decision).	Only members post in FB. Only if not appropriate Group admin contact the person and inform about removing of the post (referring to rules and Board decision).
	FB Post must be polite, positive, constructive and limited in length. The Board reserves the right to delete posts which do not meet these rules.	FB Post must be polite, positive, constructive and limited in length. The Board reserves the right to delete posts which do not meet these rules.