



GUIDELINE for FACEBOOK & SHARE!

POSTING RULES

Updated 29th Sept. 2022

Share! In club website is open to all

Each member will be able to

- ask for or make a recommendation (about doctors, handyman etc)
- offer used items free of charge, such as children's clothes, furniture etc.,
- pre-alert on availability of houses/apartments
- articles that may be of interest to other members

Advertisement (direct or indirect) of own business is not allowed in Share!

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

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

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

The purpose of this page is to promote the ZIWC and its events to non-members. The publication of photos taken of club events is allowed, but individual photos of club members is 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, such as Zug Expats or English Speaking in Zug

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

Paid advertising (with logo) is allowed and encouraged, and must clearly display the 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 the same info from the web to FB.

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

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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 used items free of charge, such as children's clothes, furniture etc.,
- pre-alert on availability of houses/apartments
- articles that may be of interest to other members
- upload pictures of the area if maybe linked to some local event

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

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

- When sharing information that **is related to their own/partner's business**:
 - It must clearly display the "sponsored" tag.
 - It should not include any logo
 - Commercial posts must be limited to maximum 6 times annually per member, therefore these posts will be permitted only in a certain time frame i.e. by the 1st of every other month (bi-monthly).
 - The insertion must grant a 5% discount to members or be linked to a payment of 50chf advertisement fee payable 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, No approval is needed.

If the post proves to be inappropriate the Group admin will remove them and inform the person about removing the post (referring to guidelines and Board decisions).

If a member breaks the rules (twice) or inserts inappropriate advertisements it will be invoiced with costs relating to current market value.

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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 used items free of charge i.e. children's clothes, furniture, etc.,
- pre-alert on availability of houses/apartments
- articles that may be of interest to other members
- Pictures of the area just for interest or linked to some local event

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

- Information **related to their own/partner business is only permitted 1st of January, March, May, July, September, November:**
 - It must clearly display the "sponsored" tag.
 - It should not include any logo
 - The insertion should grant a 5% discount to members or be linked to a payment of 50chf advertisement fee payable 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 guidelines. Members posting advertisements not in keeping with the guidelines will be invoiced with costs relating to current market value.



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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 and/or group the advertisement as provided by the Customer who is fully liable for the format and the content. ZIWC still reserves 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 display 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 display 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 made until payment is received.

TERM This Agreement takes effect on the 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 web editor find it not appropriate Everybody	Only by Member 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 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 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
	⊘ It must report clearly the "sponsored" tag.	⊘ It must report clearly the "sponsored" tag.
	⊘ might include Logo	⊘ It should not include any logo
	⊘ Everybody can post on 1st day of the month	⊘ 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
	⊘ 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	⊘ 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.