

# Lakemoor Hills Garden Club

## Social Media Guidelines

### Facebook:

The official LHHA Facebook page is: <https://www.Facebook.com/groups/254800751563828>

#### Purpose

LHGC Facebook shall be used for representing the Lakemoor Hills Garden Club, to share related information and topics of general interest with members.

#### Access

Each *member in good standing* of the Lakemoor Hills Garden Club may request access to the LHGC Facebook page. Occasionally the administrators may grant access to others who may have information to share that benefits the garden club such as TFGC Directors and other garden club presidents. All members have access to post on the LHGC Facebook page in accordance with the social media guidelines.

There will be a Social Media Committee (SMC) comprised of at least two or three members of the LHGC Communications Committee, who will serve as an advisory body and have administrative access to the Facebook page and the ability to act as moderators.

#### Monitoring

The objective is that all LHGC members will have access to post on the LHGC Facebook page. In a case of inappropriate posts, any LHGC Facebook page administrator will have the responsibility and ability to remove posts, but must be able to account for the action with appropriate reason for the removal if questioned. Any posts not fitting the guidelines can be removed. The SMC will not support offensive language, unfair or unequal promotion, solicitation, or discrimination aimed at any group or individual.

As an online community that seeks to enhance our neighborhood garden club, we would like to offer a few essential tips:

- 1) Be respectful to all
- 2) Use your true identity
- 3) Do not discriminate
- 4) Promote local commerce the right way
- 5) Discuss important topics the right way
- 6) Do not engage in harmful activity

#### What to share

The LHGC Facebook page shall be used for sharing information relevant to the members of Lakemoor Hills Garden Club. The information shared on the LHGC Facebook page shall be free from bias and non-editorial. Our goal is to share information pertinent to our membership. Opinion, reviews, or promotions are not allowed. Any mention of a business or organization shall be done as informational only, not as a review. All businesses, organizations and persons shall be treated equally. Links to other Lakemoor Hills groups or other gardening groups and events not directly related to LHGC, but pertinent to the interests of LHGC members, are

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allowed and even encouraged, forming strong community connections and addressing concerns.

Examples: Other garden club flower shows, garden club conventions or district meetings, Alcoa Highway construction information affecting landscaping, relevant neighborhood committee updates, annual picnic information, safety information, things to do in Lakemoor Hills, Lakemoor Hills Resource Council activities, etc.

### What not to share

Items that do not support our pursuit of informational transparency and accessibility including:

- Opinion, editorial or self-promotion by LHGC members.
- Abusive language, personal attacks or insults, personal information without permission, personal references that might put someone in harm's way or reveal personal information.
- Information not relevant to LHGC.

### Responding to Negative Comments

Please make every effort to encourage conversations face-to-face, and offline, for controversial or emotion-laden issues. Always remain appropriate and polite. Approach the conversation from a perspective of listening, educating, and defusing. Provide information that can help direct people's frustration towards the appropriate venue if the issue is a matter to be dealt with by others. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Negative comments should not be deleted unless they are offensive or inappropriate.

We want to encourage people with different viewpoints and opinions to join the conversation, to debate, and to discuss their side of a specific argument. The SMC may delete comments that are threatening, inflammatory, degrading, racist, sexist, homophobic, xenophobic, or otherwise outside the spirit of respectful engagement.

### Privacy

If community members post stories, photos or documents on the website or Facebook page, the LHGC Board assumes that any content posted is done with the permission of the creator of the content. No personal information should be shared without an individual's expressed permission.

### Copyright

LHGC will make every effort to avoid posting copyrighted materials without permission of the original creator.

All rules and guidelines for Social Media are published for review and can be modified by recommendation from the SMC and approval by the LHGC Communications Committee and the LHGC Board.