

FACEBOOK COORDINATOR GUIDELINES

Role Summary

The Facebook Coordinator manages the Facebook page for Saxon Shore u3a, by creating engaging content on a weekly basis. Currently Saxon Shore u3a Facebook page is a public site.

Main Responsibilities

- To create engaging content on at least a weekly basis for the Saxon shore u3a Facebook page
- To review and authorise pending posts quickly to let members voices be heard
- Ensure that posts conform to good practice, u3a culture, legal guidelines (especially copyright and GDPR) and community rules
- To consider 'Blocking" participants who do not adhere to these standards either on a temporary or permanent basis

Facebook Aims

- To act as an outward window to the world for Saxon Shore u3a
- To provide public information about activities and groups we run (and to point users to the Saxon Shore u3a website if they would like to take part, reminding users that they must be members of Saxon Shore u3a)
- To celebrate events that have taken place or our groups' achievements
- To highlight wider opportunities via the umbrella of the National u3a
- To remind our members of activities coming up (e.g. Monthly meetings, Outings etc.)
- To highlight our many group activities and support groups in finding new members
- To encourage to take an active part in our u3a, by becoming a member of Saxon Shore u3a

Considerations when reviewing postings

- To be aware that currently the Saxon Shore u3a Facebook page is a public site and the safety of its members
- It is not an avenue for external individuals, firms, shops or organisations to advertise to our membership
- It is not a forum for political, ethical, religious or charitable discussion
- It is not a primary way to contact groups or gain short term information (location and times of events)
- It is not a method to take up issues about activities

It is at the Facebook coordinator's discretion to allow single posts concerning community events that our members may be interested in by virtue of their nature or connection to an 'interest' group

Overall Responsibility

The Coordinator administers the site on behalf of the Committee and will remove any posting if instructed to do so by the Committee, if the Committee feels it does not meet the above criteria, or for any other unspecified reason.

How much time does this role take?

As much as the volunteer is willing to give it, although it does require viewing the Facebook management page of the Saxon shore u3a on a weekly basis as a bare minimum.