



Cape Cod British Car Club

FACEBOOK Administration Guidelines

The Cape Cod British Car Club (CCBCC) wants to expand its social media presence with a more effective and relevant Facebook footprint. Facebook, which appeals to a slightly younger demographic, is more informal than a website, but can be very informative, persuasive, and enhance our brand. The current CCBCC Facebook presence (1 Page, 2 Groups) was developed many years ago and now needs a focused strategy to properly portray the CCBCC brand, message and values to our membership, potential members, event participants, our community, and current and future sponsors/partners.

The following proposal is intended to provide an action plan for the future CCBCC Facebook footprint:

❖ **Purpose** – primary purposes

- Project & protect our mission, slogan, brand, and values
- Provide a positive professional viewing experience to anyone with an interest in British cars, helping others, and having fun.
- Project a positive image of the club that will influence/attract potential members, sponsors, partners, etc. to either join or become involved in the CCBCC.
- Push out information to viewers about past, present, and future events, educational material on website, notices on website, etc.
- Provide a quick and easy way for people to find out what is happening at CCBCC.
- Increase involvement of membership.
- Increase pride of the CCBCC.
- Increase viewer awareness of CCBCC purpose and activities.
- Gather/monitor/evaluate feedback/ideas via “COMMENTS” from viewers.
- Promote/list/link the CCBCC website where more information can be obtained.
- What is NOT our purpose
 - Create a discussion / chat space.
 - Create an interaction space.
 - Create a public forum for exchanges of messages

❖ Number & Type of FB Platforms

- CCBCC will have **ONE** Facebook Page with our brand, name, and logo.
 - Intent is to use the current Page, with modifications.
 - The CCBCC Facebook Page shall be the property of the club.
 - Access to manage the Page will be limited to the CCBCC FB Administrator, CCBCC President, and the CCBCC Vice-President. This access can only be delegated or modified with Board approval.
 - Content will be managed by the CCBCC FB Administrator with oversight from the CCBCC President and Vice-President.
- CCBCC will **NOT** use Facebook Groups
 - Existing Groups (2) will be asked to shut down. The CCBCC is not interested in having or managing a FB Group platform.
 - We do not want to use the Group format as it requires constant attention to make sure all content being posted conforms to our guidelines. Also, we are not promoting a “discussion” forum, but prefer the idea of information dissemination which is feasible through a Page.

❖ Content & Posts

- CCBCC FB Page will display the CCBCC name, CCBCC logo, CCBCC website address, CCBCC email address, phone number (if needed), and mailing address.
- Personal information of a member, officer, or administrator will NOT be used or displayed.
- Page will display “Content Guidelines”.
- Majority of content will be focused on what is happening at the CCBCC.
- Add theme graphics and striking design (i.e., Images, Slogan and Taglines) on event flyers that appeal not only to British cars enthusiasts, but also to potential members and public.
- Provide information (email link, website, phone number) on how members can ask technical questions or help with problems.
- Website will be our primary resource for listing garages, technicians, auto services, car care recommendations, parts suppliers, etc.
- Provide information/posts on past, present, future events.
- Provide a space for Sponsor Information.
- Provide a space for other car clubs to display event information if event dates and logistics do not conflict with CCBCC scheduled events. The Administrator will work with these clubs and create the Post.

- Who can Post & Comment
 - The CCBCC Facebook Administrator will be the only person able to post items. Administrator is subject to oversight from the President and Vice-President.
 - The Administrator will work with President and Vice President on any posts/comments where the Administrator is undecided to allow publication.
 - Viewers/members will be able to COMMENT on the POSTS.
 - Members will NOT be able to directly POST new items on their own.
 - In the rare event where a member wants to POST something, they will work with the Administrator who will decide if the POST meets the guidelines and purpose of the Page. If satisfactory, the Administrator will place the Post.
 - Non-member viewers will NOT be allowed to POST.
 - Administrator will monitor COMMENTS and remove those that do not conform to our guidelines.
 - Sponsors would work with the Administrator to have their brand posted
 - Other clubs would work with the Administrator to have their information posted
- What we will NOT post:
 - Jokes
 - Cartoons
 - Classified ads
 - Religious material
 - Political material
 - Anything that can be perceived as sexist, racist, derogatory.
 - Anything that can be perceived as anti - LGBTQ
 - Opinions/viewpoints on anything, especially controversial issues.
 - Opinions or reviews on local businesses (mechanics, garages, restaurants, dealerships, car brands or marques, etc.). Does not matter if review is Positive or Negative, we will not post reviews.
 - Material not relevant to the CCBCC mission
 - Restaurant recommendations
 - Places to visit
 - Personal holiday or special event photos
 - We will not post personal photos of members and their cars on vacation, attending events, etc. Personal events are different from CCBCC events and photos of people and cars, which would be allowed.

❖ Administration

- The CCBCC President will appoint a Facebook Administrator.
- The CCBCC Facebook Administrator will
 - Work with the CCBCC President and Vice-President on content management.
 - Will hold all passwords and codes.
 - Will utilize the CCBCC corporate seal, logo, telephone device, numbers, and email and USPS addresses to fulfill operations for Facebook management purposes.
 - Will manage on a day-to-day basis the content, informational material for publication, set Facebook settings, update page.
 - Will remove material (Comments) deemed not suitable or does not fall within the guidelines.
 - Will work with Sponsors / Partners on how to post their Marque.
 - Will work with other clubs on what to post about their events.
 - Will forward questions/inquires to the appropriate individuals and/or to the club's website.

APPROVED