

SPRINGERBAAI ECO ESTATE



FACEBOOK AND INSTAGRAM PROCEDURE

COMS001

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1 Aim and Purpose of the Facebook & Instagram Procedure

To summarise the view of the Trustees, Members and Management of Springerbaai (based on the motivation document for the Springerbaai Facebook Group from the Trustee meetings) regarding the conditions under which the Facebook and Instagram is run.

To regulate the comments from Members on Facebook, improve communication among all Springerbaai owners, improve the image of the Estate, encourage good relationships between Members, Management and Trustees.

To achieve these improvements, we need to encourage other channels of communication and information sharing.

2 Scope

This procedure is applicable to all Members and management on Springerbaai Eco-Estate. Facebook and Instagram are used for common communication between friends, members and interested parties. The Facebook group is a more controlled environment where users must apply to become a member of which management should be a member. Instagram is managed by the Estate manager to post photos sent and shared by members. The Springerbaai Facebook Group Administrator must be administered by one of Springerbaai Trustees and or Estate Manager.

3 Definitions & Abbreviations

Term	Definition/Explanation
Facebook	Social networking website – this is a closed Facebook Group
Closed Facebook Group	The closed groups can be seen only by the members

4 Responsibilities

Trustee of Portfolio – Communications Trustee: to ensure that there is a process in place whereby the estate manager informs the members about the procedure. Provides direction on behalf of the Trustees to management on how to achieve the objectives of the Springerbaai online media.

The Estate Manager- To ensure that all members abide by the procedures in place. To ensure that all information is correct and true and to ensure that all new members receive the relevant information. To add information on the Facebook and Instagram group. To use the tools as communication media to improve the image and standing of Springerbaai

Superintendent – If the estate manager is off duty the superintendent must ensure that the duties of the estate manager in terms of this procedure are performed by him. To add information on the Facebook and Instagram Group.

Board of Trustees - To consider and approve the procedure or changes to it and approve the media tools to use and the regulations around it.

5 General

5.1 Contravention

Breach of this Procedure by any party may cause conflict between the Members, Management and Trustees.

Consistent non-compliance with Estate procedures can lead to removal of a member from the Facebook & Instagram group.

6 The Process and Additional Information

The following must to be noted and adhered to:

6.1 Objectives of The Facebook Group:

- To improve communication between Home Owners
- To improve the image of the Estate
- To share the beauty of Springerbaai
- Thus, it cannot be used instead of other communication such as the newsletters and as a formal channel for communication to relay important messages.
- Raise awareness of activities on the estate during holiday season.
- Share local activities being an event within roughly a 40km radius during holiday season.
- Only positive communication between owners and family and friends of owners.

6.2 Functioning / Protocol of The Facebook and Instagram Closed Group:

- The groups will be administered by the Estate (Management & communication Trustee)
- The group will be visible to all Facebook users, but interested parties will have to request to become a member and then be approved by the administrator.
- We agree to allow Springerbaai property owners, their friends and family and other interested parties to become members on request. There are a series of 3 questions for potential members to answer once they request membership. If necessary, the administrator can also ask the prospective member their reason for wanting to join the group.
- Homeowners will have a choice of whether they choose to be a member of the group.
- The HOA were informed that there is a Facebook Group in the newsletter.
- The group will not be used as a formal channel for communication as not all HOA members will use the group.
- Negative comments should be communicated to the trustees as a whole and a decision on action must be taken.

- A setting can be activated that the administrator reviews all comments/posts before they are allowed on the site. This to be reviewed at a later stage if Trustees / Management come across too many issues.
- Members can be blocked by the administrator if they go against the Group statement / protocol (below). This to be reported to the trustees, who then have the right to unblock if they don't agree.
- A statement on the group was made regarding the rules of engagement. "A group where lovers, owners and interested parties, of Springerbaai Eco Estate share information, images, local events and more"
- Rules for members: Please keep comments and images pleasant. The group administrator will not accept negative, racial, ethnic, religious, or derogatory comments. Members who do so, and their comments, will be removed from the group".
- Management should from time to time post activities that would promote the Face book and Instagram pages.
- FB and Instagram closed groups should not be used for commercial promotional purposes. Eg advertising a guest house or service.

6.3 Instagram Policy

We want our Springerbaai Instagram account to be an authentic and safe place for inspiration and expression – inspire people with our photos of our beautiful coastline and eco-estate. Please help us foster this community. Respect everyone on Instagram, follow the law, comment sensibly on photos and don't spam people.

- The administrator of the Springerbaai Instagram account will only share photos and videos that he/she has taken or has the right to share.
- We will only post photos and videos that are appropriate for a diverse audience.
- We will foster meaningful and genuine interactions.
- We will stay spam-free by not artificially collecting likes, followers, or shares, posting repetitive comments or content or contacting people for commercial purposes.
- Instagram is not a place to support or praise terrorism, organized crime, or hate groups. We want to foster a positive, diverse community.
- The site is not a place for complaints – this should be done directly to Management or on the closed/confidential Website area.
- The Springerbaai Instagram administrator will remove comments that contains credible threats or hate speech, content that targets private individuals to degrade or shame them, any personal information, and repeated unwanted messages.

6.4 Facebook address & to register as a member on the closed group:

The preferred way to find the page and group is to:

1. Log on to Facebook (you need to register and get a free Facebook account)
2. Search 'Springerbaai Eco Estate' in the search field
3. The result will be a search page with the Closed Group at the top of the search results and various public posts below (which we cannot control)
4. Click immediately on the Closed Group and if you are a member, will take you into the Group or if not a member, you will be asked to join, with some questions.

Alternatively, the site / group can be found by pressing ctrl + click on the links below:
<https://www.facebook.com/groups/198517130192900> which will take you to the
Group page if you are a member,
OR

<https://web.facebook.com/search/top/?q=springerbaai%20%20eco%20estate>
and then click on the Group button, on the left-hand side.

We do not advise to use the Google/Bing and other search functions since there are many adverts and other sites with the words Springerbaai that would come as results.

THE HOA AND THEIR REPRESENTATIVES, IN TAKING THESE PRECAUTIONS AND IMPLEMENTING THESE CRITICAL STRATEGIES, REACTION PLANS AND PROPOSALS IN GOOD FAITH AND DILIGENCE DO NOT ACCEPT ANY LIABILITY WHATSOEVER FOR ANY INJURY OR DEATH OF ANY PERSON OR THE LOSS OR DESTRUCTION OF OR DAMAGE TO ANY PROPERTY, WHETHER ARISING FROM FIRE, THEFT OR ANY OTHER CAUSE WHATSOEVER AND BY WHOMSOEVER CAUSED OR ARISING FROM NEGLIGENCE OR GROSS NEGLIGENCE BY THE HOA AND OR THEIR REPRESENTATIVES OR ANY EMPLOYEES. BY ENTERING THESE PREMISES, YOU OR YOUR HEIRS, EXECUTORS AND ADMINISTRATORS ALSO AGREE THAT YOU WILL INDEMNIFY THE HOA AND THEIR REPRESENTATIVES AND HOLD THEM HARMLESS AGAINST ANY CLAIM WHICH MAY BE MADE AS A RESULT OF SUCH LOSS, DAMAGE, DESTRUCTION, DEATH OR BODILY INJURY.

