

SPRINGERBAAI ECO ESTATE



COMMUNICATION PLATFORMS

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1 Aim and Purpose

To summarise the view of the Trustees, Home owners and Management of Springerbaai (based on the motivation document for the Springerbaai Facebook Group from the Trustee meetings) regarding the conditions under which our social media communication should be run.

To improve communication among all Springerbaai property owners, boost the image of the Estate, and promote good relationships it is necessary to support alternative channels for communication and information sharing.

2 Scope

This procedure is applicable to all Members and Management on Springerbaai Coastal Eco Estate. WhatsApp, Emails and Facebook are used for general communication between members and interested parties.

The Facebook group operates in a regulated environment where users are required to apply for access/ membership. Management should also be a member.

The Springerbaai Facebook Group Administrator must be administered by one of Springerbaai Trustees and the Estate Manager.

WhatsApp messages are distributed solely by the Estate Manager to share information with and among members.

3 Definitions & Abbreviations

Term	Definition/Explanation
Facebook	A social networking platform. This is a closed Facebook Group
Closed Facebook Group	A private online community within the Facebook platform where members can interact, share content, and communicate with each other. Unlike public groups, Closed Groups require approval from an administrator for new members to join and restrict visibility of posts and discussions to group members only.

4 Responsibilities

Trustee Communications:

Oversees and facilitates effective communication between members, the Trustees, and stakeholders. This role also include responsibilities such as:

Information Dissemination: Ensuring that important information, announcements, and updates are effectively communicated to all members.

Communication Channels: Overseeing communication channels such as newsletters or social media platforms to ensure they are utilized efficiently and effectively.

Collaboration: Working closely with Trustees to coordinate communication efforts and ensure consistency in messaging.

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 WhatsApp groups.
To use the tools as communication media to improve the image and standing of Springerbaai Eco Estate.

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. To add information on the Facebook Group.

Board of Trustees - The role of Trustees involves facilitating effective, transparent, and inclusive communication through social media platforms to enhance the Springerbaai community's cohesion, reputation, and overall well-being.

Trustees ensure that social media communication aligns with established policies, guidelines, and legal requirements. They may develop clear protocols for posting content, moderating discussions, and handling sensitive information to safeguard the interests of the estate and its property owners.

5 General

5.1 Contravention

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

6 The Process and Additional Information

The following must 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
- Therefore, it is not a substitute for other forms of communication, such as newsletters, and cannot serve as a formal channel for conveying important messages
- Procedures are set for addressing complaints (see 6.4). Facebook isn't intended for such matters.

6.2 Functioning / Protocol of The Facebook Group:

- The groups will be administered by the Estate Manager and 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, and family 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 Facebook group will not be used as a formal channel for communication as not all HOA members will use the group.
- We value our Facebook group as a space for constructive discussions and positive interactions among members. We therefore kindly request that all comments shared maintain a respectful and uplifting tone. Negative or inflammatory remarks detract from the positive atmosphere we aim to cultivate.
- The Administrators will assess and examine comments to ensure compliance with site guidelines. They have the authority to delete any deemed inappropriate or offensive, nurturing a positive online atmosphere for all users.
- If members violate the Group statement/protocol, the Administrator has the right to remove them from the group.
- 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 will from time-to-time post activities that would promote the Face book page.
- The official Facebook page is not intended for commercial promotional use such as advertising a guest house or service.

6.3 WhatsApp communication

Guidelines for WhatsApp communication:

- Be Clear and Concise: Keep messages brief and to the point to ensure clarity.
- Respect Privacy: Avoid sharing sensitive or personal information unless necessary and ensure the privacy of all participants.
- Mind the Timing: Be mindful of the time when sending messages to avoid disrupting others during off-hours.
- Use Proper Language: Maintain professionalism in your language and tone, adhering to appropriate communication standards.
- Avoid Misinformation: Verify information before sharing to prevent the spread of false or misleading content.
- Consider the Audience: Tailor your messages to suit the audience and context, ensuring relevance and understanding.
- Acknowledge Responses: Acknowledge and respond to messages in a timely manner to maintain effective communication.
- Use Features Wisely: Utilize WhatsApp features like group chats, broadcast lists, and status updates appropriately according to their intended purpose.
- Messages from external groups, regardless of the platform used, are not regarded as official communications and do not reflect the perspectives or decisions of the Trustees.

6.4 Guidelines for raising complaints:

- The designated channel for submitting complaints is directly to the Estate Manager. Complaints may be submitted verbally or in writing.
- Upon receiving a complaint, the Estate Manager will conduct a thorough investigation to verify the validity of the complaint and gather additional information if necessary.
- Once the investigation is complete, efforts should be made to resolve the complaint in a timely manner. Depending on the nature of the complaint, this could involve taking corrective action or implementing policy changes.
- Throughout the process, clear and transparent communication is essential. The Estate Manager should keep the complainant informed of the progress and any decisions made regarding the complaint. Additionally, if the resolution requires cooperation from other residents they should be informed of their roles and responsibilities.
- If the initial complaint resolution is not satisfactory to the complainant, there are procedures in place for escalating the issue further.

6.5 Facebook address & to register as a member on the 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.
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).
3. 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.

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.