

**Protocols and Guidelines for Managing MDCA Facebook**  
**MDCA Executive Committee Revision: June 2020**

The MDCA Facebook has been established to:

1. Enable information on matters of community interest/concern and positions taken by the Assoc. to be disseminated to a far wider audience and demographic than the paid membership and those who attend monthly meetings.
2. Solicit and receive responses, comments on and involvement in such matters from a wider and more representative cross-section of the community.

MDCA Facebook posting guidelines:

1. The Executive Committee shall appoint a SM Manager Second from amongst its members to assume social media administration in case the Social Media Manager is unable to fulfill his/her responsibilities due to travel, illness or otherwise.
2. The Facebook administrator shall post items of community interest – the wider the interest the better.  
Posts that involve advertising a product (rather than an event) should not be allowed unless the product is of general interest to the community.
3. These posts will ask for feedback and comments in order to promote conversation.
4. Submission of reasoned and well written “opinion” pieces is encouraged and these may be accepted and posted after review and editing by the administrator. All such articles will be headlined with: OPINION: [TITLE]; and the author’s name posted at article’s end.
5. Name attribution is required for all submitted opinion pieces.
6. The Facebook administrator will delete any comments that are offensive, e.g.: racist, misogynistic, profane, promoting hate or those involving personal attacks.
7. MDCA’s official posts should be clearly identified as such and be “objective” in stance, unless a clear unilateral position has been taken by the MDCA.
8. MDCA resolutions on matters of community interest will be posted after each monthly meeting.
9. 95% of all posts are “generic” (of general community interest) and do not require any outside authorization for the Administrator to post.
10. MDCA Chair and one other selected Executive Committee member will serve as screeners of potentially “controversial” posts. If the Facebook administrator has any question about a post (including images) being appropriate for the MDCA Facebook page, he/she should seek confirmation from the 2 screeners.
11. Screeners should have 24 hours to respond yeah or nay or provide edits. If no response is forthcoming, the administrator can use his/her best judgement as to what to post being cognizant of the above guidelines.
12. The Facebook Administrator will report back to MDCA monthly meetings on Facebook feedback received on substantive agenda items.
13. In the case external groups OR organisations request MDCA to share information on their behalf, our policy is to share an original link (from a website or social media page). It can also be supported by a brief summary of key points from the original page that members may be interested in. If the information has not yet been publicly posted by the relevant group/organisation, MDCA would encourage them to publish it first before it is posted on the MDCA Facebook Page. In the case of identified community groups with direct links to MDCA and who report to MDCA monthly meetings (eg Waimea Inlet Forum) our policy is that MDCA will post their information, especially when this has been requested .