



STCA STANDARD OPERATING PROCEDURES

Facebook - 2014

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Mission

The Mission of the STCA Facebook effort is to encourage interest in and foster relevant information exchange between the STCA, its members and outside interested parties.

Specific Goals

The goals of the Facebook team are as follows;

- 1) Drive traffic to STCA Web resources
- 2) Deliver timely and relevant STCA information to club members
- 3) Increase service to membership by facilitating timely information exchange
- 4) Engage existing members on a more frequent basis
- 5) Encourage interested parties to join the STCA
- 6) Engage the next-generation of STCA members

Launch Process

- 1) Equip volunteers with technology knowhow and decision skill tree
- 2) Build initial content on Facebook Page
- 3) Produce and deliver Facebook invitations
- 4) Generate and post "one-way" communication 2-3x weekly, initially
- 5) Allow 2-way communications following introductory period, eventually

Code of Conduct

The STCA Facebook must reflect the professionalism, relevancy and degree of courtesy members demonstrate to one another and to outside parties as representatives of the organization. Therefore, the STCA Facebook will be closely monitored to ensure the ongoing adherence to this standard in both in the "Postings" made to the page and the Comments. A disclosure of this practice will be explicitly available to the public on the STCA Facebook Page. Suggested language below:

The Scottish Terrier Club of America (STCA) welcomes your active participation on our Facebook Page. This venue is intended for the constructive collection and exchange of ideas and facts pertinent to the Scottish Terrier community and the Scottish Terrier Club of American and its activities specifically. We know, just as with our feisty canine friends, that opinions run broad and deep. While encouraging your interaction, we ask that you abide by the following basic rules:

1. No spamming or postings intended to compromise forum discussions or contributors
2. No personal attacks
3. No threatening or accusatory language
4. No airing of private or confidential conversations regarding STCA business
5. No profanity

We reserve the right to remove content we feel is offensive and block users who repeatedly post questionable material.

Thank you for your consideration and contribution to the community.

Content Moderation Decision Tree

The table below highlights the most common "Comment" scenarios Facebook team moderators and Reserve Moderators are likely to encounter. The table acts as a guide--in addition to common sense, politeness and accuracy--for appropriate response to Comments made by STCA members and the public on the STCA Facebook page:

Posting Action

On-topic Interaction None

General Comment None

Benevolent engagement of other members

None

Profanity Yes (Written warning to offender. Blocking of persistent offenders. Removal of offending content)

Threatening / Accusatory Yes (Removal of offending material. Written warning to offender first, then blocking if behavior persists. Escalation to other FB Moderators)

Question to STCA Yes (Immediate general information response and reference to Web-site, as available. Re-direct of more in-depth questions to appropriate STCA Board member for a public or private response as the question dictates.)

****Please note that the STCA Facebook effort looks forward to eventual two-way comment and communication on the STCA page but the initial effort will be a one-way communication****

POSITION Descriptions

Moderator

The Facebook (FB) Moderator is charged with ensuring relevant and polite exchange of information and dialogue on the STCA Facebook page.

- 1) Reviews throughout the day the STCA FB page for member submissions
- 2) Compares questionable material to the Content Decision Tree, removes information as necessary or escalates to other Facebook Moderators for consideration
- 3) Posts relevant information as directed by the Board 4) Answers questions as the voice of the STCA and directs questions to STCA leadership for response.

Web Committee Liaison

The Web Committee Liaison facilitates communication between the Facebook moderators, the Web Committee Contact and the Web Committee. This role interacts largely with the 'Web Committee Contact' listed below. The Web Committee Liaison reports to the Facebook Moderator, can be a facebook committee member but is not also a member of the Web Committee, nor participates in Web Committee meetings or activities. Specifically, this role:

1. Communicates needs and information between the Facebook Moderators and the Web Committee in a timely manner
2. Acts as a Facebook Moderator agent
3. Follows up as needed and retains communications between the two groups
4. Reports the Facebook Moderators
5. Project manages efforts that require Web Committee assistance

Web Committee Contact

The Web Committee Contact is the point of contact for communication on the Web Committee and largely interacts with the 'Web Committee Liaison' listed above. This role is a member of the Web Committee team. Specifically, the Web Committee Contact:

1. Communicates needs and information between the Facebook Moderators and the Web Committee in a timely manner
2. Acts as the Web Committee agent
3. Follows up as needed and retains communications between the two groups
4. Reports to the Web Committee
5. Manages the Web Committee activities on collaborative projects involving the Facebook Moderators

Reserve Moderator

The Reserve Moderator assists the Facebook Moderator in insuring appropriate commenting on the STCA page. This member monitors content while not developing nor submitting content to the page. Specifically, the Reserve Moderator:

1. Reviews comments on the STCA page for appropriateness against the Decision Tree above
2. Contacts STCA moderators for questionable material and removes content as directed
3. Contacts STCA leadership for questions posed to the organization via the STCA Facebook page
4. Manages and forwards STCA leadership responses to questions from the Page to Facebook Moderators for future postings.

IDEA TREE – To make Facebook a success we need content.

Every function of the club needs to have a branch on the tree.

Content Goals:

1. To bring more awareness to the public about Scottish Terriers through the STCA
2. To grow membership
3. To encourage more people to participate in STCA and AKC events.
4. To drive traffic to the STCA web site.

NEED - Attention getting posts, witty and clever. Photos and links.

Write no more than three short sentences PER POST. Use photos and links.

LIST OF STCA FUNCTIONS AND COMMITTEES

FACEBOOK CONTRIBUTOR #1

1. Agility
2. Awards
3. Bagpiper – Editor,
Marketing, Advertising
4. Breeder Referral
5. Earthdog
6. AKC Gazette

FACEBOOK CONTRIBUTOR #2

7. Health Trust
8. Historian
9. Junior Showmanship
10. Breed Education
11. Legislation
12. Membership

FACEBOOK CONTRIBUTOR #3

13. Obedience & Rally
14. Pedigree database & ROM
15. Public Info & PR
16. Regional Clubs (20)
17. Rescue
18. Breed Standard

FACEBOOK CONTRIBUTOR #4

19. Sunshine

20. Trophies
21. Newsletter – Wrap Up
22. Ways & Means – Shoppe
23. Web Team
24. STCA National Shows

SCHEDULE

CONTRIBUTORS will post content a minimum of once a week.

Whenever possible, a photo and a targeted link to the STCA Web site will be included with each post. Posts will be kept rather short and clever, hopefully relevant always keeping in mind the "hot topics" of the day. The BOD can advise the FB team any topic they wish to see posted.

Moderators should anticipate user questions and should answer these as quickly as possible. (See Forum Rules)

Once a month, Contributor will feature a different Regional Club and the post will be linked to their website and STCA.biz. Urgent Rescue news will be posted with photos and links as those events dictate. Breed and All Breed Scottie Rankings will be posted monthly with link to page at STCA.biz.

Supplement Attachment

MODERATOR TECHNICAL INSTRUCTION