

Social Media Conduct / Guidelines

The Club use both Twitter and Facebook accounts on a National and Section level, I think that because of the way that the two are used in very different ways its more important to look at Facebook.

The club has had a National Facebook account for just over five years and a page called buy/sell /wanted, in this time has had very little issues with abuse and personal attacks on other members of the group. We currently have 4576 members of the main group and 3413 in the buy/sell/wanted group (at the time of writing) and these are from all over the world. We have a well set out number of rules which everyone seems to abide by very well apart from those who still insist in trying to post items for sale but once reminded via a private message, one tends to get an apology, though nothing gets onto the page without first being approved apart for comments on post's due to the limitations within Facebook, but you do have to give some freedom and trust that not everyone using Facebook is a troll or a keyboard warrior.

The group membership consists mainly of non-club members but that was envisaged when it was set up by Gary, Steve and myself because the idea was to use it to attract people to take up club membership of which it has in small numbers and could be used much more but that's one for another day.

Out of the 15 sections in the club, all have Facebook pages apart from the London Section and following on from the Webmaster's meeting after the 2019 AGM it's maybe now time for us all to look into our Facebook groups and who is a member of them.

When the club first looked into going into the world of Facebook the Sections groups were only to be for club/ section members so that club and section business could be discussed and with what was discussed at the webmasters meeting about the possible changes to the forum this really needs to happen. This should be discussed as I have been giving it some thought and for the Scottish and Irish sections they should probably leave their Facebook groups as they are but set up member-only groups because of the size of there geographical area and use their current one to attract new members.

So moving on to guidelines, each Facebook group should have a pinned post with the group's rules clearly set out if you want an example of this here is the one from the National groups page :-

Please feel free to use this group to show off your own relevant pictures and videos (or those you have permission from the owner to share), to chat and discuss, and to find out what is happening in the The BMW Club.

Keep posts BMW motorcycle related

Please no selling or wanted posts - we have a separate group page for buy/sell/wanted

<https://www.facebook.com/groups/1571594619733902/>

No business advertising unless the advertiser is already subscribing to advertise in our club magazine - The Journal

Sharing of motorbike events/charity rides is fine, but no sponsorship requests please

Inappropriate posts will be deleted

To report posts: click top right on the post in question and report it to admin.

Thank you - Admin Team.

Its probably good practice to have a set of questions for each member requesting to join the group such as the reason for wishing to join, what is their membership number, clarifying that they will read the group rules and abide by them etc.

Each section should have a least two admins for their group and these should either be section committee members or members nominated by the committee that will run the group in accordance with the rules of the group, any issues should be brought to the committee to discuss and if its an issue that requires urgent action then the post or comment should be removed and that member be removed temporarily until the matter can be discussed.

Login details should be held by the section committee and should not be altered without being agreed with the committee this should prevent issues that have happened in the past with members leaving the club and taking these details with them, which leads to all sorts of issues.

I don't advise allowing advertising on the section group pages as it clogs up the feed and is one of the reasons we set up a separate group for this nationally, but we do permit BMW dealerships and businesses that advertise in the Journal to do so but these are limited to a couple a week.

I do think that at some point that some of this will need to be written into the MAA but this is something that would need to be discussed further as well as maybe the club should have a director of communications that would cover and oversee Social Media, the forum etc and be the go-to person for advice and guidance. Now I think this may have been discussed in the past and maybe should be revisited.

These guidelines are not endless and it would be good to share sections experiences to build upon them for the greater good of the club and to continue to move with the times.