

Bexar County Master Gardeners

SUBJECT: M-12: BCMG Facebook Policy

POLICY:

Bexar County Master Gardeners will maintain a Facebook Page (“the Page”) for promotion of Texas A&M AgriLife Extension Service, and the Bexar County Master Gardeners (BCMGs). The Page will promote gardening-related events, activities, and research-based education on a variety of gardening-related topics. The Page should support the missions of both AgriLife and the Bexar County Master Gardeners organization. BCMGs and AgriLife staff who communicate via the Page will be responsible for maintaining a professional and accurate representation of the BCMG organization and AgriLife Extension.

PROCEDURE:

I. BCMG Facebook Roles and Responsibilities (“FB Team”):

	Administrator	Editor	Moderator	Analyst
Manages Page roles and settings	√			
Edits the Page and adds apps	√	√		
Creates and deletes posts as the Page	√	√		
Sends messages as the Page	√	√	√	
Responds to/deletes comments and posts to the Page	√	√	√	
Removes and/or bans people from the Page	√	√	√	
Creates ads, promotions or boosted posts	√	√	√	
Views Page Quality tab	√	√	√	√
Views Insights	√	√	√	√
Sees who published as the Page	√	√	√	√
Assures all content is consistent with and follows AgriLife research-based information	√	√	√	√

[Page: refers to the Bexar County Master Gardeners Facebook Page](#)

Administrator Requirements:

- Must be an active BCMG in good standing
- Approved by BCMG Board of Directors
- Operates under the oversight of the BCMG Board of Directors
- At least one Administrator shall be appointed from the current BCMG Board of Directors

Lead Administrator Roles and Responsibilities:

- Has authority over, and oversees, other FB Administrators
- Adds and removes other Administrators, as needed
- Assures all content is consistent with, and would be supported by, AgriLife Extension

Administrator Roles & Responsibilities:

- Most authoritative FB role
- Retains full control and authority over BCMG FB Page* content
- Manages, assigns and oversees all other FB Page roles
 - All Admins can view activity of other Admins
 - All Admins must be able to operate as a coordinated, cohesive team
- Manages all FB Page settings
- Adds/removes any apps associated with the Page
- Creates/deletes comments and posts on behalf of the Page
- Sends messages on behalf of the Page
- Responds to comments and posts as necessary
- Removes any content deemed inappropriate for the Page
 - Includes any content that would reflect poorly on BCMGs or AgriLife
- Adds/edits permissions of all FB roles at will
- Creates and/or posts ads and promotional material (if not performed by other FB roles)
- Removes and/or bans users as necessary
- Views authors of any posts, comments, or other material on Page
- Assures all content is consistent with, and would be supported by, AgriLife
- Reviews Page Quality
- Reviews Page Insights

Editor Requirements:

- Must be an active BCMG in good standing
- Appointed by Administrators (approval of BCMG Board of Directors not necessary)
- Assists in recruitment of an Editing Team (vs. just one individual)
 - Editors may take on differing roles for different areas of expertise or interest (e.g. different types of posts, topics or specialties, conducting research, etc)
- Second most authoritative FB role

Lead Editor Roles and Responsibilities:

- Oversees other FB Editors
- Assists in recruitment of an Editing Team

Editor Roles and Responsibilities:

- Engages directly with followers, fans, and the general public
- Create/edits Page content
 - Creates and curates content
 - Creates posts as the Page
 - Sends messages on behalf of the Page

- Responds to comments and posts as necessary
- Deletes any comments on the Page as necessary
- Removes any content deemed inappropriate
 - Includes any content that would reflect poorly on BCMGs or AgriLife
- Creates and/or posts ads and promotional material (if not performed by other FB roles)
- Removes and/or bans users as necessary
- Views authors of any posts, comments, or other material on Page
- Views Page Quality
- Views Page Insights
- Keeps the conversation moving on the Page
- Cannot change Admin settings

Moderator Requirements:

- Must be an active BCMG in good standing
- Appointed by Administrators (approval of BCMG Board of Directors not necessary)

Moderator Roles and Responsibilities:

- Manages the FB Page “community”
- Manages interactions on the Page
- Manages comments and messages
- Sends messages on behalf of the Page
- Responds to comments and posts as necessary
- Deletes any comments on the Page as necessary
- Removes any content deemed inappropriate
 - Includes content that does not follow guidelines & recommendations of AgriLife
 - Includes any content that would reflect poorly on BCMGs or AgriLife
 - Includes content that violates Bexar County Master Gardeners’ FB Page Guidelines
- Removes and/or bans users as necessary
- Views authors of posts and comments, or other material on Page
- Views Page Quality
- Views Insights
- Cannot change Admin settings

Analyst Requirements:

- Must be an active BCMG in good standing or AgriLife Extension Staff member
- Appointed by Administrators (approval of BCMG Board of Directors not necessary)

Analyst Roles & Responsibilities:

- Views authors of posts and comments
- Reviews Page Quality
- Reviews and monitors Insights

II. General Guidelines for Content

1. **Be Kind, Courteous, and Respectful.** Treat everyone with the respect you would want. Make only educational and helpful comments. This Page is meant to be a welcoming environment. Debates and differences of opinion are welcomed, as long as they are respectful.
2. **No Profanity, Bullying, Politics, Religion, or Hate Speech.** Everyone using this Page should feel it is a safe environment. It is a **family-friendly** site. Bullying, degrading, offensive, abusive or hateful speech of any kind will not be tolerated.
3. **Equality.** Absolutely no discriminatory content will be tolerated, regarding race, ethnicity, religion, politics, age, or sexual orientation.
4. **No Promotions or Spam.** Self-promotion, spam, and irrelevant links are not allowed. The Page does not allow promotion of any personal business.
5. **Gardening Content Only.** Comments must be related directly or indirectly to gardening topics. No viral content is allowed.
6. **Comments on Posts.** A comment may be removed if it does not follow AgriLife recommendations or guidelines.
7. **How to Report Inappropriate Content.** Inappropriate or potentially inaccurate information should be reported to an Administrator by using the drop-down menu (the three dots) on the right of the comment box (do not report to Facebook). Inappropriate or inaccurate content may also be reported by sending a Private Message to the Administrator.
8. **Violation of Guidelines.** Any user who violates these guidelines may be subject to removal from further interaction with the Page.

III. FB Team Response to Inappropriate or Inaccurate Content

1. Posts can only be made by Administrators and Editors.
 - a. Any member of the public can respond to a post by making a comment.
 - b. Administrators, Editors or Moderators can remove comments, as necessary.
 - c. A comment should be removed if it is not gardening-related, if it violates any of the Guidelines in Section II, would not supported by AgriLife, or which the BCMG FB Team or Board of Directors believe could reflect poorly on AgriLife or BCMG organizations.
2. Depending on the severity of the violation, a commenter may receive any of the following actions by the BCMG FB Team:
 - a. Deletion of the comment (with explanation of the rationale for the deletion, when possible)
 - b. A written warning via direct message to the commenter
 - c. Temporary suspension from commenting on the Page
 - d. Being blocked from the Page
3. The BCMG FB Team has complete discretion as to which action is more appropriate for the situation. FB Team should endeavor to use good judgment when deciding which action to take, so as to encourage participation by the public, but in an appropriate manner.

RATIONALE:

This policy has been established to ensure consistency of information among AgriLife, Bexar County Master Gardeners organization, and the community. Clearly defined roles and responsibilities are necessary to professionally represent AgriLife and the Bexar County Master Gardeners, and to provide guidance for all communications from BCMGs via the BCMG Facebook presence. Frequent review of this policy is recommended to stay current and relevant.

DATE APPROVED: 7 July 2020

DATE REVIEWED: