

Standard Operating Procedures

PBS Facebook Page

Facebook (FB) is a social media tool. It is a way of building “community.” The core of social media is relationships. The Page is a way to connect and share with others with similar interests. So, the activities of the Page will be conducted in a way to enhance relationships and connectedness around beads, beadwork and related topics.

All Facebook Administrators and Board Members:

Page administrators and Board members who participate on the Page should make a point of greeting other Page users when they see them in person as a way to further the sense of “community”.

SOPs for Page Administrators:

1. Administrators

- a. Gail Moss Baymiller will be acknowledged on the Facebook Page as it’s creator.
- b. One person will be designated as the Administrator of the Page. This is a volunteer position that is appointed by the President and approved by the Board.
- c. At least 3 other volunteer PBS members will have administrative rights, including at least one Board member. These members will also be appointed by the President and approved by the Board.
- d. The Administrator and members with administrative rights are considered representatives of PBS and are to post on the Page accordingly.
- e. The Administrator and members with administrative rights are considered an ad hoc committee and report to the Board. The Administrator will assure the Board is kept informed of the Page’s progress and will bring forward issues that may arise, especially those that may impact PBS in some way. The Board is to be used as a sounding board, for direction and for support.
- f. The Administrator and members with administrative rights must give the PBS President at least a month’s notice if they no longer desire to continue with the appointment, so someone else can be located.

2. Page Monitoring

- a. The page will be monitored at least once daily by the Administrator. Others with administrative rights are also encouraged to monitor daily.
- b. If the Administrator is not available certain days, she will notify the other members with administrative rights, so someone is identified who will be responsible for daily monitoring the Page and addressing any issues that arise.

3. Handling Issues

In order for fans to feel comfortable with being a part of the Page and participating, all members will treat each other with dignity and respect. If something inappropriate is posted, it will be addressed as soon as possible or within 24 hours.

- a. Any post that is obscene, sexual, vulgar, or off-topic will be deleted immediately. This

will help prevent ads popping up about this. NOTE: This person can be removed and banned from the Page.

- b. For a post that is not in character with how this FB group functions, such as item(s) for sale; derogatory remarks, threats, discrimination or intimidation to a member; or remarks about PBS:
 - 1) As a response, the Administrator will post how the group functions, including a statement that any posts that do not fit this description will be removed.
 - 2) If the same person posts again with a post that is still not within how the FB group functions, then the post will be removed. (Because the first post established the ground rules, then without saying, everyone on the Page knows why the next post was removed.) NOTE: Depending on the circumstance, this person can be removed and banned from the Page.
- c. If someone posts too much, the Administrator will contact this person and explain that since we are trying to build a community, we want to let others have a chance to post, too.
- d. If something is posted that is questionable, the Administrator and those with Administrative rights will have some generic items ready to post, so it pushes the questionable content down the wall. Then email other members of the committee, to discuss whether it should also be deleted.
- e. If something is deleted, a copy of the post will be saved, with an explanation as to why it was deleted.

4. Keeping the Page Current

The Administrator and PBS members with administrative rights will come up with items to post each week. At least one new post will be added per week until the fans take over. Items will be kept current, so fans are enticed to come back to keep checking the site. Ideas include: asking questions about beads, beading, beadwork; show what recently finished (post pictures); share events; share who got into a show (link to website), magazine or book; add PBS current events – meetings, meeting speakers, Bead Bazaar, A& E, etc.

5. Metrics

Monthly, the Administrator will assure the performance of the Page is monitored to make sure the Page is connecting with the audience desired. Metrics to track and review include:

- # fans
- # of interactions
- reaching appropriate demographics
- plot of # of fans/month vs. # of un-subscribers
- clicks to PBS Webpage from the Page (if possible)

6. Encourage Participation

The Administrator will assure the PBS Facebook Page is advertised and marketed in the PBS newsletter, at PBS General Membership meetings and has a presence on the PBS Webpage.

Adopted by PBS Board
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