

Powderhorn HOA Official Facebook Page & Group Strategy and Style Guide

April 10, 2018

Powderhorn Subdivision Facebook Page

Facebook Page Definition

The page represents the face and voice of Powderhorn Subdivision's HOA. A Facebook page operates similarly to a personal Facebook profile, but for a business, organization, brand, etc. The posts are public to Facebook users. Facebook users can choose to "like" a page (similar to friending someone on Facebook) to follow posts or choose to only "follow" a page to receive updates.

Audience

Anyone on Facebook can view the information on a Facebook page. Potential audience considerations are:

- Current residents who want to stay up to date on news and events from Powderhorn Subdivision via Facebook
- Prospective residents interested in moving to the area who wish to learn more about the subdivision.
- Area residents looking for information (such as a yard sale dates and times and outside pool passes)

Since content on a page is public to Facebook users, share **ONLY** content that is available for public consumption. A good rule of thumb is if the content can be accessed publicly through the Powderhorn website, it is ok to post on the Powderhorn Subdivision Facebook page.

Page Settings

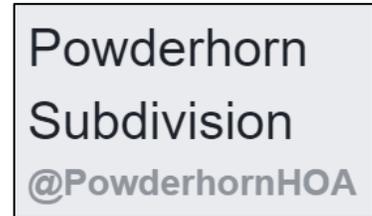
Facebook offers many options to customize your Facebook page. In order to discourage spam and other improper behavior, these are the current settings for the Powderhorn Subdivision Facebook page:

- Users **CANNOT** publish to the page's timeline – this is to eliminate the potential for spam and inappropriate posts, ensuring the page stays "family friendly."
- Users **CANNOT** tag the page in photos or videos – again, this is to eliminate the potential for spam and inappropriate photos or videos, ensuring the page stays "family friendly."
- Users **CAN** contact the page privately – this is in place as a means of convenience to the user. The Communications Director can direct the user to the appropriate contact within the board.
- Users **CAN** tag the page name. For example, if someone wants to mention the page in a post, they can. Note: The user's own post visibility settings (or if posting in a group, the group's visibility settings) will determine if the post is visible to others (only their friends, for example).
- The page is shown **ONLY** to people in the United States.

- The page is NOT restricted to a certain age group.
- Users CANNOT use the Page’s location for Photo and Video frames – recently, Facebook has allowed users to create frames (often seen on a user’s profile photo or other photo) to add to the user’s photo. Powderhorn Subdivision administrators can still create their own frames (which may be a fun option to consider), but users CANNOT create their own. Again, this is to protect the image of Powderhorn Subdivision.
- Profanity filter is set to STRONG
- A list of blocked words (and derivatives, sneak arounds) are also included.

Facebook Page Name & Username

The Facebook Page name should be concise, giving users a clear idea of what the Page is representing.



For example, the Powderhorn Subdivision page is titled, “Powderhorn Subdivision.”

The username should also be descriptive and concise. Powderhorn Subdivision’s username is @PowderhornHOA. This lets Facebook users know the HOA is in charge of the Facebook page, strengthening the brand.

Profile & Cover Photo

The profile photo and cover photo represent the Facebook Page’s “book cover.” The images should clearly and accurately represent the brand.



Profile Photo

It is important to pick a profile picture that is easy for the intended audience to recognize. When searching and browsing on Facebook, the most prominent items the user will see are the profile photo and the name of the page. A logo is ideal for the profile photo.

The profile picture (shown to the left) currently in use is a clear, crisp representation of Powderhorn Subdivision’s sign.



Cover Photo

A great cover photo is dynamic and pleasing to the user’s eye while accurately representing the brand’s message. This is the “first impression,” so to speak, and the brand/mission/message should be clear to the audience immediately.

Currently, the Powderhorn Subdivision page is using a collage of the different amenities the Powderhorn Subdivision has to offer. This is a good option, but there are other possibilities which may be used for the cover photo - updating the photos (based on season, amenities offered, etc.), using the cover photo as a promotional tool, and utilizing video content.

Using the Cover Photo as a Promotional Tool

The Facebook Cover Photo is located in a prominent place, so put it to work by advertising upcoming events and announcements.

For example: Create a graphic for events such as, “Come join us for the Powderhorn Subdivision Cookout on [date]!” or to list important deadlines like, “HOA annual dues are due by [date]. Please turn them in as soon as possible to avoid fees!”

Engage with a Cover Video

Recently, Facebook included an option to use a cover video instead of a cover photo. The video auto-plays with no sound and will be in place of the cover photo. When done well, this could be a fun dynamic option to showcase amenities and fun at Powderhorn Subdivision.

A cover video can be used to showcase the opening of pool season, a slideshow of amenities, or to celebrate the holidays during holiday season.

Keep in mind

- Videos should be kept short – they must be at least 20 seconds long but no longer than 90 seconds.
- Videos should use the same dimensions required for a cover photo – 820 x 462 pixels.
- The video plays automatically muted, so make sure it is an engaging experience with or without sound. (Captions are a great option to communicate to the audience without sound.)
- Since it autoloops at the end of the video, try to make the end and beginning a seamless transition.

Page Information Content

Call to Action Button

The Call to Action (CTA) button is the blue button located just below the cover photo. It is designed to call attention to the brand’s most important objective. The choices are Send Message (using Facebook Messenger), Book Now, Contact Us, Learn more, Use App, Play Game, Shop Now, or Visit Group.



Currently, Powderhorn Subdivision's Call to Action is the "Visit Group" button (photo above). Clicking on "Visit Group," takes the user to the official Facebook group for Powderhorn Subdivision. This CTA will encourage users to join the official group and engage with other residents and homeowners.

Once the Powderhorn Subdivision Website is updated, an excellent option for Powderhorn Subdivision would be to use the "Learn More" CTA to link to the Powderhorn Subdivision website.

About tab

The About tab is one of the most important tabs on a Facebook Page. This is one of the first places users go to find out more about the subdivision. This is a good place to emphasize Powderhorn Subdivision's amenities and neighborhood. To optimize this section, ensure the content aligns with the brand by using descriptive, concise copy.

The About tab is further broken down into sections – General, Page Info, Contact Info, More Info, and Story.

General section

Currently, the information listed under the General section for Powderhorn Subdivision is its name (Powderhorn Subdivision), its username (@PowderhornHOA), and its Category (Community).

Page Info and Story sections

The Page Info section is primarily used for businesses, for example, if the business sell goods or services online. Since Powderhorn Subdivision is a non-profit and not a business, this section can be left alone.

It is recommended to include content within Powderhorn Subdivision's Story. Powderhorn Subdivision can include its history, fun facts, and amenity descriptions here. A cover photo can be included here, too.

Contact Info section

This section is where Powderhorn Subdivision can list a general phone number, email address, website and other accounts. Other accounts could include other official social media accounts such as Instagram, Twitter, Snapchat, and YouTube. There is also an option to send @PowderhornHOA a message via Facebook Messenger.

At this time, there are no other social media accounts, so the "Other Accounts" section can be left empty. The website address has been included. If there is a general phone number and email address for users to contact the Powderhorn HOA, it should be included.

More Info section

The More Info section includes a small About section (limited to 255 bytes) that can be included. Keep this section to just about the page and use the "Story" section to highlight Powderhorn Subdivision as a whole. Suggested writing:

"This is the official Powderhorn Subdivision Facebook page maintained by the Powderhorn HOA Communications Director. This page will be used for official public announcements that can also be found on the Powderhorn Subdivision website. Any comments to this page are visible publicly. To discuss topics with your Powderhorn neighbors in a closed group, please visit the official group administrated by this page."

Since an Impressum is only important in Germany and other German-speaking countries (and is similar to “About us”), and Powderhorn Subdivision does not have a menu, nothing more needs to be filled out within this section.

Team Members Section

Similar to how businesses do not include this section on their Facebook page in an effort to project the page as “one voice,” Powderhorn Subdivision should not include anything in this section.

Other tabs

The [About](#), Posts, Photos, Videos and Community tabs are standard for every Facebook page using the standard template. The Posts, Photos, and Videos tabs are self-explanatory – any post, photo, or video Powderhorn Subdivision posts will show under the appropriate tab.

The Community tab is a recent roll-out from Facebook. It shows the user’s friends who have liked Powderhorn Subdivision, the total number of likes and follows, and the Facebook group that has been created by that page. If a user “mentions” or tags” the Facebook page on a public post, it could be visible under this tab. If visitor posts are enabled, they could show under this tab, too.

Powderhorn Subdivision can also add tabs that may be useful to the user. Currently there are an Events tab and a Groups tab that have been included, in addition to the default ones listed above.

Groups Tab

This tab takes the user to the official group administrated by the Powderhorn Subdivision page. Having this tab makes it much easier for users to find the group – especially if the [CTA button](#) changes later.

Events Tab

This tab is excellent for any events the public (non-residents) can attend. For example, a yard sale event or a special pool-related event can be created through the Powderhorn Subdivision page.

Events which are only for Powderhorn residents could be posted by the Powderhorn Subdivision Facebook page, but they must be noted to be for Powderhorn residents and homeowners only. Another option is to create the event within the [official Facebook group](#), where only members of that group can see it.

Facebook Page – Post Content

Posts are created only by the Powderhorn Subdivision admin (the Communications Director) or by any committee members s/he thoughtfully assigns. Posts will follow the voice, style, and tone outlined below.

The goal of Powderhorn Subdivision’s posts is to share announcements that can also be publicly viewed on the website. The Facebook page’s announcements provide an alternative means for users to receive information.

Voice & Tone

Powderhorn Subdivision should always use an intelligent and welcoming voice, reflecting the values of the neighborhood. Copy for Powderhorn Subdivision’s posts should be informative, friendly, and conversational and should NOT include slang, shorthand, or questionable language. The goal is to speak in an authentic tone which people speak in their daily lives.

Hashtag and Emoji use

Hashtags help users more easily find relevant content. For example, if #ThrowbackThursday is used in a post, it categorizes it with other posts with the same hashtag. Users can search by this hashtag to find relevant posts.

Hashtag use may not be useful for Powderhorn Subdivision’s purposes (to provide an alternative means of sending announcements) since Powderhorn Subdivision’s primary goal is not to increase reach to non-residents.

Avoid using emojis (icons that convey emotion, objects etc. see examples to the right) if at all possible. They do not portray a professional style. If an emoji may be beneficial to convey the appropriate tone, its use is up to the discretion of the Communications Director. If one is to be used, keep it to only one and use one that is easily identifiable across all OS and platforms. Emojis do not always appear the same way on different devices.



Avoid using emojis

Engagement Style

In posts, do not use engagement-bait (example: “LIKE this post if...”) and other “spammy” tactics when posting. These are not meaningful interactions.

Responding to comments

Powderhorn Subdivision should be seen as helpful and attentive to its audience. Pay special attention to comments. If any comment requires a response, do so within 24 hours, if possible. (NOTE: For businesses we recommend a much faster response time, but since this is a volunteer position, 24 hours is sufficient.)

Responding to negative comments

If someone leaves a negative comment on a post, respond as soon as possible. Respond calmly and politely, thank them for taking the time to reach out, and apologize if necessary. If the comment can be resolved with the response you are sending, do so. If the comment requires further information and communication, or if they respond with another negative comment, encourage them to send a message privately.

Examples:

A responder complains they encountered a rude lifeguard at the pool.

Response: “Hi [user], Thank you for reaching out to us. We apologize your experience at the pool was affected by your negative encounter with the lifeguard on duty. Please send us a private message with any additional information you can provide (date and time, name of lifeguard, etc.) and we will try to resolve the issue.”

A responder complains about a neighbor.

Response: remove the post (to protect the individual) and reach out to the responder in a private message with contact information of the appropriate board member to handle the situation.

A responder makes a complaint about an action of the HOA.

Response: Thank the user for reaching out, apologize for any confusion/misinformation and correct the information. If the user responds again negatively or escalates, thank them again for their concern and apologize for any confusion. Then ask the user to send a private message. (If this takes place on the Facebook Group, you can disable further commenting after the first comment and ask the user and others to send a message privately if they need more information.)

Powderhorn Facebook Group



Group Definition

Facebook Groups are the places for small group communication and where people who share common interests can have discussions. An Official Powderhorn Subdivision Group for Residents & Homeowners was created for residents and homeowners to have discussion in a more private channel.

For more information on a social media group's purpose and set up, please read the Digital Media Policy.

Group Settings

Facebook offers many options to customize a Facebook Group. In order to discourage spam and other improper behavior and to maintain a "family friendly" environment, these are the current settings for the official Facebook group:

Type: Help people see what the group is about. Powderhorn Subdivision's group is set to "Neighbors."

Description: This text is visible for members and prospective members. The current text is:

"Welcome Powderhorn residents! This group is sanctioned and moderated by the Powderhorn HOA. Announcements will be posted here (as well as on the website). Feel free to discuss with your fellow residents topics related to this great neighborhood in which we live.

Being a member of this Facebook group is a privilege, not an entitlement for Powderhorn residents. Please review the rules before posting. Powderhorn Subdivision reserves the right to remove repeat offenders of the rules.

Members can receive “Members only” announcements through the “Members only” section of the website.

If you have any questions, please privately contact the administrator (Powderhorn Subdivision).”

NOTE: There is also a section for “[Group Rules](#)” which explains the rules of etiquette in more detail.

Tags: Tags help people find groups. We have included “Community” “Announcements and News” tags.

Locations: “Simpsonville, SC” this is to differentiate it from other possible Powderhorn Subdivisions in the United States.

Linked Pages: Powderhorn Subdivision (the page described earlier in this document).

NOTE: The Facebook page is also the administrator of the group. Whoever admins the Facebook page administrates the group. For more information on the reason it is set up in this way, read the Digital Media Policy.

Membership approval: Only admins can approve members. This is the most secure setting.

Post Approval: All group posts must be approved by an admin or a moderator.

NOTE: This is to catch potentially offensive posts before they are posted and to keep the group “family friendly.”

Group Rules

Facebook has the option for the Group to create up to 10 rules for the members.

We will use the rules outlined below:

Be Kind and Courteous

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required. If you are going to comment on a post, try to add valuable discussion to the conversation. The administrator has the right to remove posts and comments that are deemed unproductive to the discussion.

Keep Discussions and Posts Family Friendly

Disturbing or graphic photos and videos, cursing, or other derogatory comments will not be tolerated.

No Hate Speech, Bullying, or Personal Attacks

Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated. If a member attacks another member with words that are harmful, threatening, or not in-line with our “Be Kind and Courteous” policy, the comment will be removed and that member will receive a warning. If the warning is not heeded, the member is removed.

(Rules continued on next page)

No Trolls

If a member starts an offensive or provocative post with the intent to upset someone or to elicit an angry response, it may, at the discretion of the group admin, be considered trolling. The post will be removed immediately. Trolls will be removed from the group.

No Promotions or Spam

Self-promotion, spam and irrelevant links aren't allowed. One exception - if a member specifically asks for a recommendation for a service that you offer, you may offer your services (link to website or Facebook Page).

Be aware that posting more than 5 discussions on the same day needs to be justified to the administrator, or it will be considered spam.

HOA Board Members

Board Members are welcome to post as individuals in this group. The views and opinions expressed by an individual director of the HOA are those of the member and do not necessarily reflect the official policy or position of the Powderhorn HOA as a whole. Official communications will be from the administrator, Powderhorn Subdivision.

Rules can be added as needed at the discretion of the Communications Director or the HOA.

Facebook Group – Post Content

Official posts for this group must be published by the Powderhorn Subdivision Facebook page (as the administrator). Posts will follow the [voice, tone and style](#) outlined previously.

For information on purpose and for board members posting as individuals, please read the Digital Media Policy.

The goal of posts published by Powderhorn Subdivision through the group is to share information that is for Members only.