

FRIENDS *of* GEELONG BOTANIC GARDENS INC.

ABN: 21 699 253 561 INC NO. A13509G



WEBSITE, FACEBOOK & INSTAGRAM POLICY

WEBSITE

PURPOSE OF THE FRIENDS OF GEELONG BOTANIC GARDENS (FGBG) WEBSITE IS TO:

- Inspire and endear visitors to the Gardens and the Friends
- Inform and educate
- Represent the Friends of the Geelong Botanic Gardens, its work and interests
- Provide links to the GBG website and other associated organisations and relevant regional events, if approved by FGBG committee or management. Note: It is the general policy that we do not advertise or promote outside events
- Provide a marketing tool, advising Friends and the public of events, exhibitions and merchandise offered by the FGBG
- Maintain archives of walks, plants, newsletters, articles etc for research use and access by interested parties

FGBG WEBSITE ADMINISTRATION TEAM:

Committee designated coordinator and a designated staff member. The team must include a member of the Committee. Committee is ultimately responsible for content and legal responsibilities such as privacy.

CONTENT OF THE FGBG WEBSITE:

- Must reflect the rules and purposes of the FGBG
- Must be approved and edited (as necessary) by committee
- May only be posted by appointees designated by FGBG committee
- May provide links to the websites of non FGBG events/associations, if they are related to the purposes of the FGBG and are approved by the FGBG Committee of Management
- May include photographs and/or video content, which must comply with Privacy and Copyright laws, such as having the subject's consent before publication on the website. Photos should have descriptive captions submitted with them which also comply with privacy considerations, such as permission to use personal names.
- No photographs of children, which identify children's faces, will be posted without written consent of guardians

WEEKLY WEBSITE TASKS:

- Update events on home page and events page
- List new events details 4-6 weeks in advance with link to booking details if required
- Update home page calendar and other home page items (walks, plant sale etc)
- Promote with thumbnails or posters where practicable
- Back up each week

MONTHLY WEBSITE TASKS:

Toward the end of each month, the Guides should forward the next discovery walk, garden highlights and plant of the month – these can be summarised on the home page with links to the specialist page.

FACEBOOK ACCOUNT

PURPOSE OF FRIENDS OF GEELONG BOTANIC GARDENS (FGBG) FACEBOOK ACCOUNT IS TO:

Facebook allows uploading of information, ideas, news, pictures and videos from businesses. This can be a useful way to communicate and a powerful way to market to the Geelong Botanic Gardens to potential visitors and FGBG members, allowing them to see what we are about and what we are offering without having to visit in person.

Facebook empowers people to

- Build a Base Audience of Friends and Family
- Offer Promotions and Facebook Contests
- Provide Interesting and Helpful Content
- Share Promotional Updates
- Share Feedback
- Interact with Other organisations and Influencers
- Engage with Individuals

FGBG FACEBOOK ADMINISTRATION TEAM:

Committee designated coordinator and designated staff member/s. The team must include a member of the Committee. Committee is ultimately responsible for content and legal responsibilities such as privacy. Other Facebook users can like, comment and share

FACEBOOK TASKS:

- Weekly posts at least once a week with fresh picture/s
- Update events
- Promote walks
- Promote events
- Invite membership of FGBG with benefits
- Promote areas of the Geelong Botanic Gardens including the Tea House
- Introduce staff and FGBG volunteers and what they do (with the aim to promote becoming a member of FGBG)
- Reviewing strategy for comments and shares

INSTAGRAM ACCOUNT

PURPOSE OF FRIENDS OF GEELONG BOTANIC GARDENS INSTAGRAM ACCOUNT IT TO:

As per Facebook with emphasis on photo and video content

INSTAGRAM ADMINISTRATION TEAM:

Committee designated coordinator and a designated staff member/s. The team must include a member of the Committee. Committee is ultimately responsible for content and legal responsibilities such as privacy. Other Instagram users can like, comment or share

INSTAGRAM TASKS:

- Weekly posts at least once a week with fresh picture/s
- Update events
- Promote walks
- Promote events
- Invite membership of FGBG with benefits
- Promote areas of the Gardens including the Tea House
- Introduce staff and FGBG volunteers and what they do (with the aim to promote becoming a member of FGBG)
- Review strategy for likes, comments and shares