

APPENDIX G: HOW TO SET-UP AND MANAGE A NEIGHBORHOOD ASSOCIATION FACEBOOK PAGE

This appendix provides a step-by-step guide to establish and manage a Neighborhood Association Facebook page.

SETTING UP YOUR NEIGHBORHOOD ASSOCIATION FACEBOOK PAGE

1. Identify an individual or a team to operate the Facebook page
2. Establish a policy and/or code of conduct for the Facebook page
 - a. Be as transparent as possible. Creating clear rules helps build your group's culture and prevent member conflict.
 - b. If you plan to remove inappropriate posts in the future, be sure to clearly outline what defines an inappropriate post so that members are aware.
 - c. Use positive reinforcement. Do not just list things that can't be done, encourage certain behaviors!
 - d. Be sure to post rules of the community page in either the note or information sections of the page.
3. Create the Facebook group page
4. Upload logo as the profile photo
5. Upload picture of the community as a header photo
6. Create a description
 - a. This is a great opportunity for the brand promise.
 - b. Clearly define the purpose of the page outlining the types of content you plan to share and what community members can expect to see on the page.
7. Make the Facebook page private so that you can regulate who enters your community. Be sure to send invitations so that people are aware that they are able to join
8. Create a tab including important documents¹
 - a. Bylaws and rules and regulations
 - b. Meeting minutes
 - c. Agenda items for your annual meeting
 - d. Amenity rules

¹Seven Tips for Setting Up a Facebook Page for Your HOA. (2015, January). Retrieved June 16, 2019, from <https://www.hoaleader.com/public/Seven-Tips-for-Setting-Up-Facebook-Page-for-Your-HOA.cfm>

9. Create a tab with a list of important contacts²
 - a. Property management company
 - b. Reliable vendors for electrical, HVAC, and plumbing issues
 - c. Neighborhood watch contact

CONTENT YOU SHOULD POST

- **Polls:** Facebook provides this tool. This is an effective way to get members' feedback on events and topics.
- **Events:** Facebook provides this tool. This effective way to plan and promote events. It also allows members to RSVP directly through the Facebook page.
- **Photo Albums:** Give members the opportunity to upload and view photos from events.
- **Photo Updates:** This is an effective way to inform members about progress on community projects.
- **Cross-promotion:** Implement positive posts and interactions on your Facebook page into other communication channels, such as your neighborhood association website or community fliers.
- **Recruitment:** Use this when your neighborhood is looking for volunteers to help with a community project.
- **Contests:** Contests encourage the community's engagement. You may consider hosting a photo captioning contest.³
- **Shout-outs:** Give acknowledgement to members who are celebrating achievements or milestones. Be sure to avoid favoritism and ensure that you have permission to use photos.
- **Homeowners Tips:** Tips help educate your homeowners and show them that you care. Examples may include lawn maintenance tips or energy-saving tips.
- **Reminders:** Share a reminder of neighborhood association rules and regulations. An example of this might be a reminder about Christmas light policies.
- **Fun:** A cartoon or funny photo is a great way to engage the community in a light-hearted manner.⁴

CONTENT YOU SHOULD NOT POST

- Photos of children without parental consent
- Photos taken of anyone without consent
- Confidential board business

²Seven Tips for Setting Up a Facebook Page for Your HOA. (2015, January). Retrieved June 16, 2019, from <https://www.hoaleader.com/public/Seven-Tips-for-Setting-Up-Facebook-Page-for-Your-HOA.cfm>

³All You Need to Know About Using Social Media to Build Community. (2018, July 23). Retrieved June 18, 2019, from <https://www.fsresidential.com/corporate/news-and-events/articles/how-hoas-can-use-a-social-media-strategy>

⁴Hurst, J. (2014, March 11). 5 Ways to use an HOA Facebook Page more Effectively. Retrieved June 29, 2019, from <https://kuester.com/5-ways-hoa-can-use-facebook-effectively/>