

## **BOMA Oakland/East Bay Social Media Policy**

**Approved 12/2019**

The Building Owners and Managers Association Oakland/East Bay (The "Association") provides access to private social media forums to its members as an association service. Access to these forums is controlled by the Association and is specifically conditioned on your acceptance of and adherence to this Policy. This Policy applies to any social media forum, whether LinkedIn, Facebook, Instagram, or any such system existing now or in the future to which this Policy is intended to apply. Each participant must agree to the following Social Media Policy prior to first social media platform use. You, the participant, agree that you will adhere to this Policy and that violation could result in termination of the right to participate in any social media forum, legal liability, loss of Association membership, and other consequences.

You understand that this Policy may be altered in the future, and that continuing usage of the social media forums constitutes your agreement to be bound by the rules herein as they may be amended. The most current version of this Policy will be available from the Association by email request, as well as posted inside the social media forums. In addition to the rules listed in this Policy, please be advised that your use and access of third-party social media forums is also governed by those third party sites' rules and policies. In particular, the Association can make no privacy guarantees to you for your content and activities taking place on third party social media sites. Your privacy is governed only those third-party social media sites' privacy policies, and you agree to hold the Association harmless for any conduct of the third-party social media sites.

If, at any time, you no longer agree to be bound by this Policy, you must terminate your usage of the social media forums.

The social media forums are provided on an "as is" basis, and may be changed, temporarily unavailable, or discontinued at any time.

### **1. Your Content**

- A. You represent by submitting any content to the social media forums that you are either: the creator and owner of such content, (b) claiming reasonable fair use, or, (c) that you have obtained all necessary licenses and permissions required to allow you to post the content and license it to the Association in accordance with this paragraph. You hereby assume all liability for content you post and will indemnify the Association for claims arising from your content, including, but not limited to claims of defamation and intellectual property infringement claims. You retain copyright and other proprietary and intellectual property rights in content you submit, post, display, or share on or through the social media forums.
- B. You also agree that you will not use any name, logo, or other trademark of any entity in a way that is likely or intended to cause confusion about the origin or authorized users of such marks, names, or logos.

- C. Keep in mind that the responsibility for all content belongs solely to the person from which such content originated. The Association does not endorse any particular opinion expressed through the social media forums and cannot be responsible for them.
- D. The Association reserves the right to screen, review, filter, modify, or remove any content posted by any user to the social media forums, but has no obligation to do so. As such, you understand that in using social media forums, you may be exposed to certain content that you find offensive, indecent, or objectionable. If you encounter such content, please bring it to the attention of The Association by emailing [julie@bomaoeb.org](mailto:julie@bomaoeb.org).
- E. Any individuals who believe that their intellectual property rights have been infringed upon by or through user-submitted content should contact [julie@bomaoeb.org](mailto:julie@bomaoeb.org) to request that the materials be removed. The Association will investigate the request and remove content as appropriate, and where possible.
- F. You may have access to proprietary and confidential information, in the course of employment or a contractual relationship or otherwise. This information should never be posted to the social media forums without express permission of the owner of such information. The Association will in no way be responsible for your violation of trade secret laws or disclosure of information prohibited by contract or other law.

Display, or share on or through the social media forums. By submitting your content to the Association, however, you grant to the Association and its members a perpetual, irrevocable, royalty-free, non-exclusive license to reproduce, adapt, modify, use, and distribute any content you submit, post, display, or share on or through the social media forums.

## **2. Antitrust**

By using the social media forums, you understand that content posted is, in effect, an ongoing "meeting" of participants. Such meetings often involve competitors. The same rules that apply at physical meetings also apply in the social media forums. Content is recorded, and participants must take special care to strictly adhere to the Association antitrust policy.

Messages between competitors regarding prices, fees, discounts, terms and conditions of sale, profits, profit margins, cost data, market shares, sales territories, customer allocation, etc. are expressly prohibited. There must be no messages relating to any group boycott.

### **3. Appropriate Conduct**

You agree to adhere to the following rules on acceptable social media forum behavior and agree to communicate in a manner that furthers the Association's mission to support and advance the interests of the commercial real estate industry through a safe, informative, and appropriate forum. The Association has zero tolerance for harassment.

In using the social media forums, you will not:

- Defame, harass, abuse, attack, or threaten any participant or other person;
- Reveal any private information about any person without permission from that person to do so;
- Post any inappropriate content whatsoever, including defamatory, obscene, sexually explicit, or illegal content;
- Use profanity;
- Advertise for yourself or any business;
- Post content not reasonably within the topic of discussion or within a topic reasonably related to the social media forum purpose and the Association's mission: to provide support and information to the local commercial real estate industry.
- Transmit any viruses, worms, or other items of a destructive nature, or use any device which searches, collects, archives, or indexes any content to collect information about users or for any purposes not in accordance with this Policy;
- Impersonate any person or entity, or falsely claim association or affiliation with any person or entity; or,
- Otherwise manipulate, abuse, or "hack," the social media forums in a manner inconsistent with their intended purposes.

If you have any questions about this Social Media Policy, or any other questions regarding the Site, please contact the BOMA office at (510) 893-8780.

# BOMA Oakland/East Bay Marketing Content Style Guide

Social accounts include:

- Facebook:
  - [@BOMAOakEBay](#)
  - Engagement featuring pictures from past events and promotion for upcoming BOMA OEB events and programs
- Instagram:
  - [@boma\\_oeb](#)
  - Engagement featuring pictures of member properties, Oakland skyline and photos from past events, etc.; promotion for upcoming events, BOMA OEB updates and BOMA membership
- LinkedIn Group:
  - <https://www.linkedin.com/groups/2475086/>
  - Engagement via posting articles from industry publications, blog posts from the BOMA OEB and BOMA International websites; promotional content for our events.
- Twitter:
  - [@boma\\_oeb](#)
  - Engagement via likes, retweets and posting articles from the blog and industry publications; promotional content for our events

## Engagement Style

- “The Community Builder”: alerting members and non-members alike to not only BOMA Oakland/East Bay events, but also issues and news related to the local and national commercial real estate industries.
- Tone of Voice:
  - Friendly
  - Professional: Posts should use grammar and industry jargon correctly.
  - Reflective of the BOMA OEB community: inclusive, innovative and a bit more fun than your average association! Exclamation points, used occasionally, are appropriate.

## Formatting

- Social Media Channels
  - Twitter
    - Text limited to 240 characters; with the option to make a “thread” of multiple tweets linked together to expound upon a point or idea that requires more than the character limit allows.
    - Posts with pictures are better than text alone in terms of the algorithm; posts with video are better than posts with pictures.

- Prioritize brevity in posts; Linking to longer-form content helps, since preview headline/meta data will be include in the tweet:



- Instagram

- Exclusively picture and/or video posts. Images of text can be used for posts, but use sparingly.
- URLs within captions in traditional posts (i.e., not in Instagram stories) tend not to work as links, so avoid using them to direct the audience to a specific webpage. The profile includes a live link to the BOMA OEB website.
- Instagram posts allow for longer captions. Posts can accommodate a more liberal use of hashtags.



- Facebook
  - Similar to Twitter, posts can be text-only or include photos and video. Including such media improves the viewership of the post. Aim to include at least one image or video to accompany the text.
  - URLs create live links and display the first link mentioned with a thumbnail image and headline/meta data. Where relevant, include relevant links to a BOMA OEB webpage, survey, and/or a BOMA International webpage.
  - Facebook allows longer captions. Aim to include questions or otherwise engaging text, encouraging comments from followers.
  - Features its own “events” module. Aim to create Facebook events that reference and link back to specific BOMA events.
- LinkedIn Group Page
  - Posts can be text-only or include photos or links to other webpages. Including such media improves the viewership of the post. URLs create live links and display the first link mentioned with a thumbnail image and headline/meta data. Aim to include at least one image or live link to accompany the text.
  - Aim to include questions or otherwise engaging text, encouraging comments from followers.
  - When posting about a high priority event or program, use the “recommend this post” option to keep the post at the top of the group page for several weeks and be featured in an aggregate email to followers.
- Imagery
  - Logo use
    - The association name and logotype may be used without “bridge” icon by itself.
    - Logo + Logotype (shown below) or Logotype by itself when used on smaller applications is acceptable.



- The name or logo is not an endorsement and may not be used to imply anything other than membership. It must always be accompanied by the following words, printed in block type, centered beneath it: **PRINCIPAL MEMBER, ASSOCIATE MEMBER or PROFESSIONAL MEMBER**
- The approved typeface is “Futura” when adding Member identification associated with the BOMA Logo.

## Do's & Don't

Layout the ground rules in this section. If multiple people have access to your account, mistakes get made. Make sure it's clear what to do and what not to do on your channels.

- **DO use emojis** sparingly in Twitter, Facebook and Instagram posts, but **DO NOT** use them for LinkedIn posts.
- **DO use hashtags**, no more than three in a particular post. Always include #bomaoeb. Other relevant hashtags include #boma, #bomagolf, #bayarea, #emergencyprep, #earthquakepreparedness and #commercialrealestate.
- **DO NOT tag any individual** (directly to their personal accounts) on a picture. Captions may name individuals specifically if it is in reference to an accomplishment (e.g. Board election, TOBY win, company accomplishment) or if the picture features them prominently, at one of our more formal occasions such as the holiday party or any of the galas. Tagging other partner organizations, such as BOMA International (@bomainternational) or BOMA San Francisco (@bomasf) while promoting joint efforts is appropriate.
- **DO employ “calls-to-action” (CTAs):** prompts to get the viewer to do something, in our case to follow our account, sign up for an event, or view a page on our website. These will support our goals such as increased followers/engagement, driving traffic to the website, or increased registration for a particular event.
- **DO use keywords relevant to the industry:**
- **DO NOT use the following terms or phrases:** swear words (no examples necessary),
- **DO NOT post about non-BOMA OEB events or initiatives.** Events must be official BOMA Oakland/East Bay, BOMA International or CREATE Foundation-related. Pictures of BOMA members interacting socially but outside of an official BOMA event, for example, are not appropriate. Mentions of, say CREW or BSN efforts are not relevant and therefore not appropriate for our social channels.
- **DO respond to comments** on our social channels, with some caveats:
  - If the comments contain profanity or hate speech, do not engage. Record and then delete any hate speech comments.
  - Keep responses brief. If the comment requires a lengthy response (e.g. “what do I get with a BOMA membership?” or “I tried to register for that event but it didn't work.”), ask them to send a direct message (DM) the account their email address for BOMA staff to address their concern.
- **DO proofread posts and captions.** Use standard American English grammar and check for spelling errors and typos. Avoid internet abbreviations/substitutions for words (e.g. “u” for “you”). Mistakes do happen, so if you notice a typo after publishing, edit the (Facebook, Instagram or LinkedIn) post or delete it (Twitter).
- **DO NOT use “cutesy” abbreviations or Internet slang.** Such words and phrases include, but are not limited to:
  - **Yaasss/ Yaas Queen** or any other spelling or version of this alternative to “yes”
  - **[Plural noun] be like...**
  - **Don't @ me**
  - **Delete you account**

- **Weird flex but ok**
- **ok boomer**
- **pls (please)**
- **IMO (in my opinion)/IMHO (in my humble opinion)**
- **Smh (shaking my head)**
- **Lit**, describing a person or event that is fun/high energy OR refers to being under the influence of alcohol and/or drugs
- Exceptions include
  - **AMA (ask me anything)**, used when inviting followers to ask pertinent questions about oneself/ the organization.
  - **ICYMI (in case you missed it)** can be used when posting about events that recently occurred or a reminder about upcoming programs etc.
  - **FYI (for your information)**
  - **Squad goals**, a positive sentiment caption for pictures or videos referring to the individuals depicted therein
  - **TBT (Throwback Thursday)**, a hashtag commonly used when posting about something that occurred in the past (e.g. “#TBT to the very first Emerging Professionals’ Boat Bash in [year]”)