

Chan & Naylor Australia Policy

FACEBOOK POLICY



This document outlines Chan & Naylor Australia's policy in regards to the set-up, administration, branding, updates and advertising on Facebook.

Grow and Protect Your Wealth

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1.0 Overview

Chan & Naylor recognises the importance of having a presence on Social Media as it's an effective tool for brand awareness and to engage with prospective clients.

Out of all the social media networks, Facebook is by far the largest and most prevalent social platform with nearly 1.5 billion users worldwide and approximately 14 million active users on Facebook in Australia (two thirds of total population). That coupled with the fact that many small businesses and major companies use Facebook as both content marketing and advertising channels, Facebook demands attention from both 'consumers' and businesses alike.

Chan & Naylor Australia (C N A) is committed to supporting Chan & Naylor Joint Venture Partners (JVPs) in growing brand awareness and engagement with their local community, online, via social media networks like Facebook.

This document therefore outlines C N A's support of and policy in regards to the set-up, administration, branding, updates and advertising on Facebook.

1.1 Facebook Page

Facebook has different types of 'Pages' that could profile a company, a local business, a product / brand, a person etc.

1.1.1 We've identified that the most appropriate Page would be one designed to help promote a local business. The advantages of this include the ability to highlight business hours, client reviews and ratings, 'check-ins' among other useful features for local businesses.

1.2 Page Set up

1.2.1 At the JVP's request, C N A will establish the local business page on the JVP's behalf in accordance with 1.2.1.1.

1.2.1.1 C N A reserves the right to uphold the following non-negotiable criteria:

- i.) Ensure all CN related Facebook Pages are accessible and amendable by C N A
- ii.) Ensure all Chan & Naylor branding elements satisfy C N A branding guidelines

1.3 Administration – Page Roles

- 1.3.1 For all Chan & Naylor related pages, C N A reserves the right to remain the sole administrator for each page in accordance with article 1.2.1.1.
- 1.3.2 ‘Editor’ Role Access will be granted to staff users nominated by the JVP.
- 1.3.3 ‘Editor’ Role Access allows approved staff users to:
 - i) Edit the Page
 - ii) Send messages and publish as the Page (updates, posts etc.)
 - iii) Create Ads – boosted posts and sponsored ads in newsfeed
 - iv) See which Admin created a post or comment, and
 - v) View Insights (analytics of user engagement)

1.4 Content Updates

- 1.4.1 All posts, updates and content disseminated on CN approved local business pages are to be actioned, monitored and managed by the approved ‘Editor’ user, nominated by the JVP and assigned as such by C N A.
- 1.4.2 Content updates are to be done in accordance with standard Facebook Terms and Conditions - including Chan & Naylor Posting guidelines as per section 2.0.
- 1.4.3 An ‘Editor’ of a CN Local Business Facebook Page is allowed and encouraged to share the content disseminated by Chan & Naylor Australia Page with ‘Friends’ of the CN Local Business Facebook Page.

1.5 Chan & Naylor Artwork / Banners

- 1.5.1 The Chan & Naylor brand, logo, symbol, artwork and any text or image related references to Chan & Naylor, whether partially or wholly, regardless of when it was produced and for all future created artwork, are copyrighted and trademarked to CNIP Pty Ltd and Chan & Naylor Australia Pty Ltd.
- 1.5.2 C N A reserves the right to make any updates to artwork, banners, logos or other visual material that constitutes the ‘look and feel’ of any CN local business Facebook Page.
- 1.5.3 Any ‘Editor’ of any CN Facebook Page who wishes to make updates to any aspect of the ‘Look and Feel’ of the Page, must first seek approval from C N A Marketing, prior to any updates as outlined in clause 1.2.1.1. ii).

1.6 Facebook Advertising

- 1.6.1 CN local business page(s) are permitted to create and fund Facebook Ads to promote services, upcoming client events, grow Page following and increase overall engagement with local community.
- 1.6.2 In accordance with clauses 1.2.1.1 ii) and 1.5.1, all Facebook Ads are to be submitted to Marco De Gouveia, marcod@chan-naylor.com.au at C N A Marketing for approval before uploading.

1.7 C N A Support and Resources

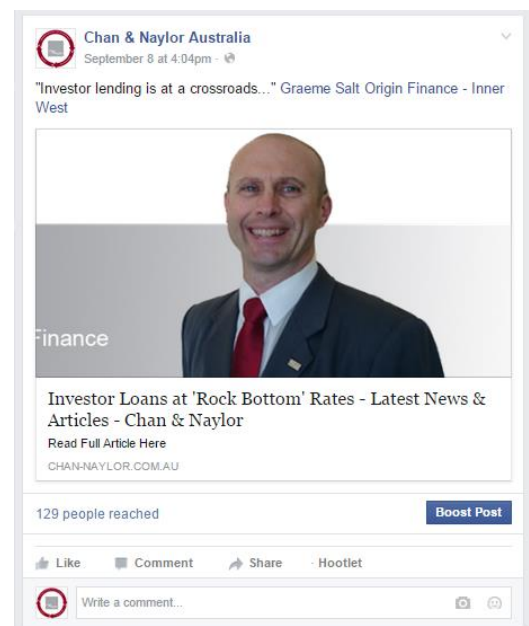
- 1.7.1 C N A can assist 'Editors' of local Facebook Pages in the form of induction training after initial set up of the Local Business Facebook Page, as well as pointing Editors to online resources for ongoing training and development in regards to best practice use for Facebook for Business.
- 1.7.2 All enquiries regarding Facebook Pages are to be directed to C N A Marketing Coordinator, Ryan Chan ryanc@chan-naylor.com.au.

2.0 Posting Guidelines

2.1 Appropriate Posts

(Consistent with precept 1.2.1.1)

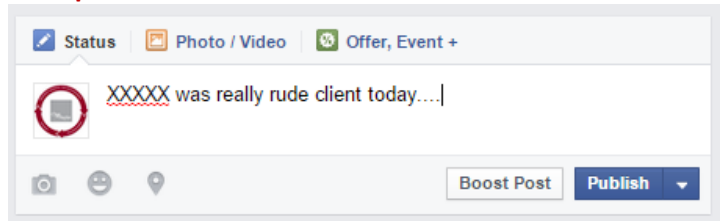
- i. Positive brand image
- ii. Team Achievements
- iii. Community engagement
- iv. Advertising – (Events/services)
- v. General light hearted humour



2.2 Inappropriate Posts

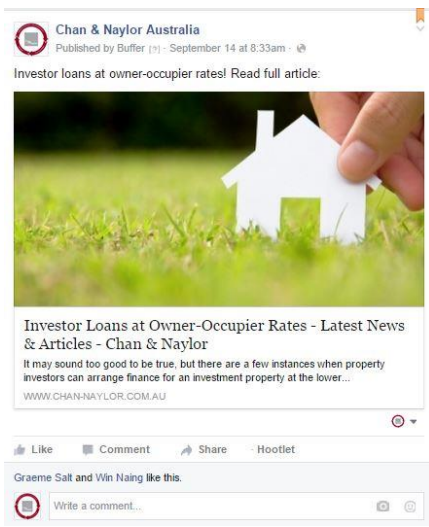
- i. Negatively orientated messaging
- ii. Overly Personal Posts outside a connection to Chan & Naylor
- iii. Not adhering to C N professional standards

Example



2.3 Suggested Posts

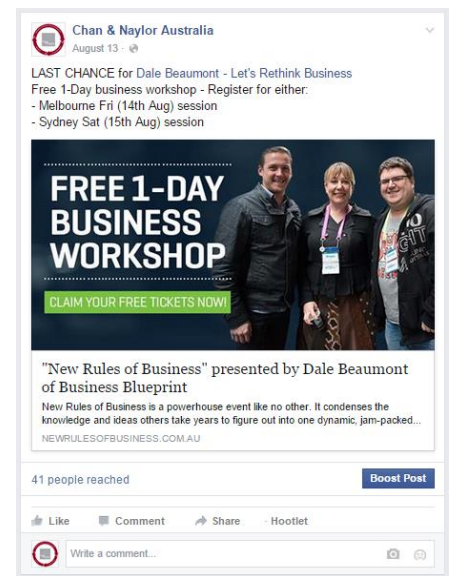
Content Based



Events



Events of Interest



General Updates



Light Hearted – General Posts



Office/Personal Achievements



3.0 Helpful 'How to' Guides

- i. *Facebook Terms and Policies* -
<https://www.facebook.com/policies/>
- ii. *Facebook for business [Page posting tips and best practices]* -
<https://www.facebook.com/business/a/page-posting-tips>
- iii. *Anatomy of a Perfect Facebook Post* -
<https://blog.bufferapp.com/anatomy-of-a-perfect-facebook-post>
- iv. *10 Facebook Rules Every Business Needs to Know Before posting [Infographic]* -
<http://www.socialmediatoday.com/content/10-facebook-rules-every-business-needs-know-posting-infographic>