

FUUC Facebook Group Policy for Commercial Entities

This Policy applies to all ads and commercial content posted to the FUUC Facebook Group (this also includes sole trader businesses).

Background

FUUC is a non-for profit dive club located on campus at Flinders University Bedford Park. Our membership base is expanding year on year and is over 200 financial members as of 2016 with a Facebook reach of over 1000 people. The two objectives of our constitution are to:

1. To promote, develop and control scuba diving and its associated activities within the University.
2. To co-operate with any other organisation or organisations whose objects are similar to those of the Association, and whose affiliation is ratified by Flinders Campus Community Services.

In line with our constitution FUUC strives to be a leading community member in the dive industry in South Australia. We are a member of the Scuba Divers Federation of South Australia and indirectly support local dive businesses through our member's requirements for diver training and equipment purchases.

FUUC welcomes businesses to promote goods and services to our members via our FUUC Facebook group providing the policy is followed.

General Things You Should Know

1. Advertisers are responsible for understanding and complying with all applicable laws and regulations.
2. Advertisers must be a legal business identity; this means having a ABN or ACN number with your listed business name.
3. Failure to comply with this policy may result the removal of ads you have placed and removal from the group in the case of persistent breaches.

Targeting of Adds

1. You must not target adds to discriminate against, harass, provoke, or disparage users or to engage in predatory advertising practices.
2. Adds targeted specifically to FUUC must be approved by the executive committee. Ads will be viewed as targeted when they do not appear on any other dive related interest groups or club groups on Facebook.

Positioning

1. Relevancy: All components of an ad, including any text, images, or other media, must be relevant and appropriate to the product or service. The product or service must also be relevant to the audience of FUUC.
2. Accuracy: Ads must clearly represent the company, product, service, or brand that is being advertised.

Use of our Brand Assets

1. Ads must not:
 - a. Imply a FUUC endorsement or partnership of any kind, or an endorsement by any other community dive group.
 - b. Imply an endorsement with individual(s) that are financial member of FUUC – be them a general member or an office bearer.
 - c. Depict a business or employment relationship with any individual that is a financial member of FUUC – be them a general member or an office bearer.

Video Ads

1. Video ads and other dynamic content must be low profile to the point they do not interrupt the viewing experience of FUUC group members. Such interruptive content includes; flashing in video, non-discreet font types and/or size, poor choices of visual content.

Ad Posting Frequency

1. Advertisers must be mindful that FUUC is a community group and only post ads that are genuinely believed to be of value to FUUC members. Content most likely to meet this criterion are:
 - a. Adds that depict equipment sales or end of season clearances.
 - b. Adds that showcase new dive equipment that have just been released.
 - c. Social diving trips either overseas or in regional South Australia.
 - d. Training and development courses to further diving competence and associated courses e.g. first aid, oxygen provider, boat handling.
2. Adds from each organisation are restricted to an average of one per a month over the calendar year.

Prohibited Content

1. Ads that are prohibited due to inappropriate content include those that:
 - a. Deceptive false, or misleading content, including deceptive claims, offers, or business practices.
 - b. Contain controversial political or social issues for commercial purposes.
 - c. Lead to external landing pages that provide an unexpected, unusable or disruptive experience.
 - d. Contain overly sensationalized headlines.
 - e. Contain depictions of alcohol, drugs, dating, gambling, weapons, tobacco or nudity.
 - f. Include media that is scary, gory or sensational.
 - g. Include media content that you are not authorised to reproduce or is otherwise protected under trademark or copyright laws.
1. Ads that are prohibited due to conflict of interest include those that:
 - a. Contain direct or indirect advertising of local boat dives. This is a core element of the club and any such advertising is contradictorily.
 - b. Directly advertise SCUBA hire equipment that the club hires. FUUC provides recreational hire gear for club members at competitive pricing.