

# BAS FACEBOOK PROTOCOL

Created by: Jeanne Rudd, Jo Chipperfield and Judith Russell

The BAS Facebook page is a public page set up by Judith Russell. Administrators are Jeanne Rudd, Jo Chipperfield and Judith Russell.

All posts to the page are moderated by Judith, Jeanne or Jo.

The purpose of the page is:

- to give BAS a more public profile on the internet
- to allow exhibitions and workshops to be advertised to the public for free
- to provide an online bulletin board, supplementary to the website, where BAS events and notifications are permanently available for public view
- to provide a means by which non-members can connect with BAS, either through automatic updates from Facebook or by signing up to the BAS President's Bulletin
- to provide an online space for BAS members to advertise their own exhibitions and events to other members and the public
- to support the development of an online community around BAS that includes members and non-members.

## Posts by members

So that the page remains balanced the following posts are encouraged

- advertisements for materials and equipment for sale to other artists
- notifications of exhibitions
- advertisements for commercial sales or new ranges, with a link to the artist's own retail site or details of the sale (e.g. participation in an art sale, gallery sale etc)
- BRIEF details of workshops\* or tours run by members – these should be a short description and link to the member's own site only
- Notification of art shop sales for those stores that give our members discounts.

The following posts are not permitted:

- Advertisements of individual works for sale
- Posts that are not related to BAS activity or to BAS members' activity that would interest other members (e.g., a post by a member saying that they are looking for someone to share a studio rental would be acceptable; a post announcing simply that a member had decided to rent a studio would not)
- Discussion posts – the BAS facebook site is a bulletin board, not a chatroom.

## Events

The page has an events calendar, on which the following can be advertised

- BAS workshops (embargoed for a week after entry is made available to members via the newsletter)
- Exhibitions (not embargoed)
- Posts announcing the availability of online workshop and exhibition forms will be created by Judith either one week after the newsletter issue (for workshops) or when the newsletter is issued (for exhibitions)

## Images

- Only to be posted if the artist has agreed by email or has agreed via the conditions of exhibition entry
- Must have acknowledgement and copyright notification in image properties
- Only images of prizewinning works and from members' online portfolio pages will be used
- Will be taken down and removed from the gallery if a member requests this by email.

**\*Workshops run by members can only be advertised on Facebook if they are not workshops that BAS offer so that there is no conflict or confusion between BAS-run workshops and member-run workshops.**