



# Online Advertising Policy

## Aim

The aim of this policy is to advise requirements of advertising on AUSC’s Facebook group page.

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## 1 Background

AUSC is a social club primarily run for university students. AUSC's Facebook group page is used for a number of items:

- Communicating information about club events both those already enjoyed and those to come;
- Excellent deals on gear that students can afford;
- Interesting things relating to diving;
- Photos by members; and
- Advertising.

When AUSC's page becomes congested with advertisements, it can no longer be easily and effectively used for those other functions. Hence, the club has felt the need to outline a policy regarding advertising.

## 2 Revision

This policy is to be maintained and reviewed by the AUSC Committee.

## 3 Application

This policy applies to all members, businesses and organisations who are a member of AUSC's Facebook group page.

## 4 Individuals

Anyone can post a great deal or something commercial that is interesting from a store they have no affiliation with as much as they like.

Note if they do have an affiliation with a store, then refer to Section 5, as the same guidelines as businesses apply when posting things in relation to them.

Individuals wishing to sell their own used gear are able to post as they wish, though it may be removed if the administration team deems it to be excessive (as a guide any individual can sell at any time throughout the year the equivalent of a full set of dive gear in a year, as per following examples:

- Two wetsuits in January, a dive computer in February, BCD and regulator in June, perfectly ok;
- Dive computer in January, multiple posts in February, about an overpriced BCD they are trying to get rid of 8 cylinders for sale in March, posts may be subject to removal by the admin team; or
- Full set of scuba gear in July, mask that didn't fit in August, and a set of regs in November.

## 5 Businesses / Organisations

AUSC welcomes business to advertise on our page, but we do not wish that our members be bombarded with excessive advertisements. As a university club, most of our members are students and do not have large amounts of money to spend. Hence if you are happy to offer our members a special deal, we are more than happy for you to advertise with us.

General advertisements: We ask that a business does not post a general advertisement more than once per month, if possible keep the text brief any additional information should be found on your website/Facebook page and if possible don't keep posting the same thing over and over again.

AUSC members' deals/discounts: If you are happy to offer our members a real discount we are more than happy for you to tell them about it, as these posts won't be found elsewhere we feel free to make them as long as necessary.

## 6 Document control

Revision (Date)	Person	Comments
0 (15/09/2014)	<b>Author:</b> Daniel "Ralph" Kinasz <b>Reviewed:</b> Committee <b>Approved:</b> Gail Jackman, President	Document released to club membership.
1 (13/10/2015)	<b>Author:</b> David Warren <b>Reviewed:</b> Committee (via Meeting 13/10/2015) <b>Approved:</b> David Warren	Updated in latest template. Also changed businesses to organisations (so this policy can apply to non-commercial entities also).