Ken-Caryl Ranch Facebook Posting Policy

Policy we can post on our Facebook page:

Ken-Caryl Ranch appreciates your comments and insights. We are a community that values respect. Disagreements and debates are to be expected, but it’s important that your comments and conversations are respectful. Name-calling and offensive language isn't acceptable. We want a free and open discussion, but we will delete posts that are overly disruptive to the community.

Also, advertising or solicitation is not the purpose of our page. Posts including advertising or promoting a specific website, event or organization may be deleted. Researchers can’t use our page to solicit residents for research. Reporters are not allowed to use our Facebook page to solicit stories, comments or sources.

General ideas for Facebook posts:

- The tone of Facebook posts should be conversational and not just PR-speak. If posting a link to a press release or announcement, write a more informal comment with the post.
- Invite our Facebook fans to talk about things that matter to them and relate to Ken-Caryl Ranch.
- Don’t remove comments just because they are negative. Negative opinions and homeowner complaints can be helpful by bringing attention to the problem and giving us the opportunity to find a solution.
- Examples of when we should consider deleting a comment:
  - Baseless accusations. Example: “You rigged that election. You’re conspiring against me.”
  - Profanity
  - Hate speech. Example: “You’re all a bunch of [insulting term relating to race, creed, orientation, etc.]”
  - Harassment, such as any of the above on a recurring basis. This goes for harassment against the Ken-Caryl staff as well as community members.
  - Advertisers or solicitors
  - Reporters fishing for quotes. Direct them to the Ranch House staff.
  - Researchers who are trying to solicit our residents for research.

When should we ban a fan?

If a fan repeatedly posts comments that violate our policy, the fan should be banned from our site. We can give a warning for the first inappropriate comment (and remove that comment), but if the fan posts another improper comment, then they will be banned.