

PROPOSED RESOLUTION OF THE OWNERS ASSOCIATION OF  
ASPEN GROVE CONDOMINIUM ASSOCIATION

SUBJECT: Adoption of a social media policy.

PURPOSE: To establish a policy to be followed setting behavioral standards, expectations, and guidelines with respect to use of Association social media forums sponsored by the Aspen Grove Condominium Homeowners Association.

EFFECTIVE DATE: January 16, 2014

WHEREAS, the Board of Directors for the Association has determined the Association may benefit by utilizing social media such as Facebook, Twitter, LinkedIn, and other similar medias for the purpose of providing information concerning community events, governance, meetings, discussion forums, community advertisement, and other similar information;

WHEREAS, social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques;

WHEREAS, social media is a powerful communications tool that may have a significant impact on the Aspen Grove community, both positive and negative if not properly utilized;

WHEREAS, the Board of Directors has determined it is in the best interests of the Association to adopt guidelines, expectations, and rules for using any social media sponsored by the Association;

NOW, THEREFORE, The Board of Directors adopts the following Social Media Policy:

**Role of Social Media**

1. Social media is not intended to replace formal communication, nor is it intended to be a forum for conducting official Association business. Therefore, the Board of Directors or any member of the Board of Directors may do any of the following on Social Media:
  - a. Briefly respond to statements made or questions posed by a homeowner;
  - b. Ask a question for clarification, make a brief announcement, or make a brief report on his or her own activities, whether in response to questions posed by a member of the Association or based upon his or her own initiative; and
  - c. Provide a reference to, or provide other resources for factual information.
2. No more than two Board members may simultaneously participate in any single dialogue. If a third Board member wishes to comment on an item of business subject to the Davis-Stirling act, he or she may notify the President of the Aspen Grove Homeowners Association who shall then place such topic on the agenda for the next scheduled Board meeting.

**Central Responsibility**

1. The Communications Committee, typically consisting of three owners within the Aspen Grove Homeowners community, is appointed by the Board of Directors and is responsible

for monitoring posts on social media. Committee members will view all posts at least once each month.

2. All Committee and Board members must read and comply with the Social Media Policy to ensure consistency in the treatment of posts.
3. The Committee and Board members, or their authorized designee (e.g. managing agent), shall be the only authorized parties to create new pages, feeds, groups, etc. on behalf of the Association. All new pages, feeds, groups, etc. must be approved by the Board. Board members posting on behalf of the Association will designate all postings as official communication (i.e. *The following is posted on behalf of the Board of Directors of Aspen Grove*). All other postings shall be deemed the personal opinion of the individual making the post.
4. The Committee Chair or authorized designee shall provide a report to the Board at each regularly scheduled Board meeting concerning the status of social media and coordinate with the Board as to postings and information to be broadcast via the Association's social media.

### **Use of Social Media by Owners**

1. Association sponsored social media is for the benefit of and should only be accessed and used by owners within the Aspen Grove Homeowners community. Any non-owner who accesses Association social media sites will be deemed to be eavesdropping and in a violation of this Policy. Owners who share login information to any Association site to persons who are not homeowners are in violation of this policy and are solely liable for the consequences of sharing login information.
2. Owners, including Board members, may post comments and information related to the Association. Only information approved by the Board shall be posted on behalf of the Board. Any other posts by owners, including Board members, shall be deemed their personal opinions and not representative of the views of the Board or the Association.
3. Owners, including Board members, shall be held solely responsible for their postings.
4. Posts containing any of the following items are prohibited and will be deemed a violation of this Policy:
  - a. Vulgar language;
  - b. Inappropriate images, such as, but not limited to, pornography;
  - c. Personal attacks of any kind against any person;
  - d. Comments or content that promotes or perpetuates discrimination;
  - e. Spam or links to other sites;
  - f. Advocating illegal activity;
  - g. Promotes services, products, or political organizations;
  - h. Infringements on copyrights or trademarks; and/or
  - i. Information that may compromise the safety, security, or proceedings of any legal action pertaining to the Association.

### **Content Management**

1. The Association reserves the right to remove any content the Board, the Board's designated agent or the Communications Committee, deem inappropriate, in violation of this Policy, or harmful to the Association or any individual. All deletions shall be reported to the Board at the next Executive Session Board Meeting.
2. In the event any content is found to be contrary to this Policy, the owner posting such content will be deemed in violation of this Policy and subject to appropriate enforcement action, which may include being moderated, being removed from the social media site, fines (after notice and opportunity for hearing) or legal action. In the event an owner has violated this Policy more than three times within a 24 month period, such owner may be permanently removed as an allowed user and will no longer have access the social media site(s).