

MEADOWS AT MORRIS FARM COMMUNITY ASSOCIATION

POLICY RESOLUTION NO. 2020-2

Policy Governing Association Social Media Presence and Use

WHEREAS, Article II, of the Articles of Incorporation of the Meadows at Morris Farm Community Association (the “Association”) provides that the Association was formed to promote and provide for the health, safety and welfare of its residents, as well as exercising all other powers and performing all duties and obligations of the Association; and

WHEREAS, Article 4 of the Association’s Bylaws provides that the business affairs of the Association shall be managed by the Board of Directors (“Board”) who may do all such acts and things as are not required by the Property Owners Association Act, or the Association’s documents to be done by the members, including adopting and amending any reasonable Rules and Regulations that are not inconsistent with the Association Documents; and

WHEREAS, the Board wishes to use social media under certain circumstances to increase the Association’s ability to communicate with Members and residents; and

WHEREAS, the Board deems it desirable to formally adopt a policy resolution regarding such communications and the use of social media by and/or involving the Association.

NOW, THEREFORE, BE IT RESOLVED THAT:

1) PLATFORM AND ADMINISTRATION

- a) Sharing Platform. The Board may establish an official Facebook page for the Association as its social media presence (“SMP”). The Board may change the platform for its SMP if it determines another platform fits its needs more effectively.
- b) Administrators. Three “administrators” selected by the Board shall be the administrators of the SMP for the purposes of posting Board approved items. The Administrators will serve at the pleasure of the Board and may be removed without cause. If an administrator is removed, their administrative authority will be deleted prior to their notification.
 - i) The Board will establish an email address for the SMP. The email address password shall be shared amongst the Board and shall be changed each time a Board member changes. A rule will be placed on the email account to forward all incoming emails to the administrators, management and the Board members.
- c) Social Media Use and Platforms are Non-official and Optional. With exceptions noted herein, only homeowners and management may use the Association’s SMP. Participation with and use of the Association’s social media by homeowners is purely optional. Information published and allowed by the Board on SMP is not intended to replace the Board’s official modes of communication and official Board meetings.

2) TERMS OF USE

- a) Initial Access. The SMP shall be a closed membership group. Members wishing to join will be required to provide their name and address to confirm membership. If it is discovered that a member of the SMP group falsified their information, they may be immediately removed from the group
- b) Relevant Content. Social media will be used to communicate content relating to the Association. Content that is not related to the Association may be deleted at the full discretion of an Administrator, the Board, or Manager. Approved content includes
 - i) Files section:
 - (1) Management contact info;
 - (2) Association website information;
 - (3) Contact list of community service providers (trash/recycling, etc.);
 - (4) Design Guidelines and application; and
 - (5) Board meeting schedule.
 - ii) Reminders of meeting notices, follow up key notes/presentations;
 - iii) Electronic version of newsletters;
 - iv) Calendar of events and community activities;
 - v) Creation of events (meetings, activities);
 - vi) Surveys for homeowner feedback;
 - vii) Pool information/updates;
 - viii) Inspection notices (i.e., advance notice of the conduct of inspections);
 - ix) Informational posts that impact the community/neighborhood;
 - x) Calls for volunteers for neighborhood committees, activities, projects, etc.;
 - xi) Answers to questions of use to neighborhood (canned response to email management with specific situations);
 - xii) Photos of the community;
 - xiii) Other posts approved by the Board.

In every post possible, drive traffic to the Association website, once launched and populated with information

- c) Posting Approval. Postings by members shall be restricted such that postings must be approved by an administrator prior to being displayed on the SMP. Postings not meeting these guidelines shall not be approved by an administrator.
- d) Maintenance of a Productive, Non-hostile Environment. It is well known that social media can be used by participants as a way to insult, demean, attempt to discredit persons, ideas, projects. The Association is not opposed to dissenting opinions, on the contrary, the Board welcomes them in the ongoing effort to achieve the best for the Association. Regardless of the meaning and intent of the communication, the Association expects all comments, feedback, and posts, to be delivered in a civil, productive and non-destructive manner. Accordingly, the following proposed or posted content will be removed with no notice at the full discretion of the Administrator and/or Board:

Proposed and/or posted content that the Administer and/or Board deems to be offensive, defamatory, misleading, inappropriate, threatening, and/or hostile towards any

persons, including persons who are members of protected classes as defined by Federal law and regulations ("Hostile Content").

- e) Suspension of Access. Individuals who post Hostile Content may have their access rights suspended or permanently revoked with no notice in the full discretion of the Administrator and/or Board.
- f) Guidelines for Use. Guidelines for use will be posted on the SMP.
- g) No Personal Information. Posting and/or sharing personal information about oneself or others is prohibited and may be removed without notice. Personal information includes, but is not limited to email addresses, home addresses, phone numbers, violations of covenants, names of minors.
- h) No Commercial Use. The SMP is for communication of Association information; commercial or advertising posts will not be posted. If posted, they shall be removed.
- i) Identity. Individuals who post must do so using a profile with a legitimate identity that includes a first and last name. Posts determined to be from fake or unverifiable accounts will be deleted and the fake account blocked.
- j) Illegal Activity. Content regarding illegal activity will be forwarded to law enforcement with all data regarding the poster.
- k) Personal Views. Communications over social media made by individuals, including individual board members or management employees, are representative of their personal opinions, and not the position of the Association, unless otherwise indicated. Board Members shall not individually post to the SMP.
- l) Timeliness and relevance. Posts deemed irrelevant due to the passage of time or for other reasons may be removed with no notice to keep the page fresh.
- m) Terms. All usage of social media shall be in compliance with such social media platform's terms and conditions of use. The creation of an SMP does not create a right in any individual to post to the Association's SMP.
- n) Response. Social media will be monitored at the Administrator's discretion. The Association is not obligated to formally respond to any content placed on social media.

The effective date of this Resolution shall be ____ September 10 ____, 2020

Meadows at Morris Farm Community Association

Dana Alexy,
President

RESOLUTION ACTION RECORD

Duly adopted at a meeting of the Board of Directors of the Association held _____ September 10_____, 2020_____.

VOTE:	YES	NO	ABSTAIN	ABSENT
Dana Alexy_____	__xx__	_____	_____	_____
President				
Victoria Swanson_____	__xx__	_____	_____	_____
Vice President				
Kim Sullins_____	__xx__	_____	_____	_____
Treasurer				
Kristy Byrd_____	__xx__	_____	_____	_____
Secretary				
Tim Kirkpatrick_____	__xx__	_____	_____	_____
Director				

Resolution effective: _____ September 10_____, 2020_____.