

## Social Media Policy

Social media is a powerful communication tool with the potential to inform an audience and support other forms of communication. Used properly, it can prove more effective than other traditional modes of communication, particularly when communicating with younger or more technologically savvy audiences. The Association has created the Apple Canyon Lake Owners Group to allow our owners, guests, and anyone with an interest in Apple Canyon Lake to discuss issues related to Apple Canyon Lake, ask for local recommendations, and share photos & memories. Anyone participating in the Owners Group is required to follow the guidelines outlined below

It shall be the responsibility of the General Manager to assure compliance with this Policy.

It shall be the policy of the Board:

- a. To establish a social media account or accounts that can benefit the members of Apple Canyon Lake Property Owners' Association by providing current information concerning the Association's affairs.
- b. Association social media accounts shall be used for the good or benefit of the entire community.
- c. With respect to any social media accounts provided by Apple Canyon Lake Property Owners' Association, the Association shall have the sole authority and responsibility to:
  1. Establish and manage its social media accounts;
  2. Post to its accounts on behalf of the Association;
  3. Educate Association staff and members on the appropriate use of the Association's social media account(s) and the specifics of the Association's social media policy and guidelines;
  4. Monitor the Association's accounts to assure accuracy, timeliness and appropriateness based upon this Policy;
  5. Address any issues, concerns or violations of this Policy;
  6. Remove, in its sole discretion, any posts that the Association deems inaccurate, inappropriate or having the potential to harm any other person or party or that it otherwise deems to be a violation of this Policy.
- d. Posts to Association accounts and comments on posts shall adhere to the following standards, as interpreted by the General Manager. Posts that contain any of the following or that are of the following nature are not permitted:
  1. Harassing, discriminatory, threatening or defamatory language and/or materials;
  2. Pornographic, obscene, hateful or unlawful language, images and/or materials;

3. Profanity;
  4. Copyrighted materials;
  5. Junk messages, advertisements or other commercial solicitations;
  6. Personal views and/or opinions that are presented as those of the Association;
  7. Political endorsements or endorsements of candidates for the Association's Board of Directors;
  8. Inappropriate content for family-friendly viewing;
  9. Controversial or that otherwise seek to engage in specific discussions of Board decisions, Association business, Association governance and/or vendor or employee performance;
  10. Shared or "copy and paste" posts are not ~~be~~ allowed from anyone other than the Association, only original ~~posts~~ content is permitted; The sale of any goods or services is not allowed. Posts donating or offering free goods or services are permitted.
- e. Photos posted to the Association's social media account(s) may be used for ACL marketing and promotional materials.
- f. The Association reserves the right to remove any posts or comments it deems in violation of the standards set forth in Section (d) herein and suspend and/or terminate access to anyone for violations of these standards. Anyone who believes a post or comment violates this policy should report that post or comment to the Association for review.

Board approved December 19, 2020