

Palmetto Pointe Townes Master, CA

Policy Regarding Use of Social Media

Background

While it is understood that any Association member has a right to communicate via whatever means they deem necessary, the Association must limit how Board members and Committee members disseminate official Board or Association business. Unfortunately, court filings of actions against board members (and associations in general) because of posts on Facebook and other similar blog and social sites are starting to surface. Many of these postings have been shown to be detrimental to the Association and all members, because they are often viewed as the official policy of the Association. Most postings on social sites result in what are personal statements and/or reflect the opinion of the individual making the post. When a Board member or Committee member makes statements on a social media site, it can be perceived as an official statement because of the individual's position as a Board or Committee member. These are often the views of a few rather than the whole of the membership of the Association or the Board of Directors.

As a result of these developments and because of today's privacy laws, regulations and other statutes, the Board of Directors has adopted the following policy:

Policy

The Board recognizes that Association business information is discussed at Board meetings and other appropriate times. Association business information consists of, but is not limited to:

- Board meeting minutes
- financial statements
- contractual information between the Association and any of its vendors
- personal information about any homeowner, Committee member or Board member
- any other item that may be discussed in a Board meeting or working Board meeting, and any Executive Sessions of the Board

Any documents required by law to be shared with homeowners and/or for which access is provided in accordance with the S. C. Non-Profit Code, specifically including the access to corporate records provisions of same, will be disseminated through the management company and/or the official website and/or provided to such owners requesting same by the management company and/or contained in the homeowner portal.

Any additional community announcements or information will be distributed to the homeowners through the management via email.

By engaging in the Association's social media and electronic communications you (as a Board Member or Committee Member) have agreed to comply with the following conduct standards including posts, comments, likes and shares:

- Be respectful in nature
- Contain no confidential information
- Contain no spam and solicitations
- Be free of profanity
- The webpage administrator shall be under the supervision or guidance of the Board of Directors
- No Board decisions or board related matters shall be posted without the majority consent of the Board members
- A Board member shall not post comments related to the subject matter that the Board has discussed and deemed inappropriate for social media

Any Board member or Committee member (to include their family members) who disseminate information not deemed appropriate by the Board concerning Association business matters, or polls the community through social media without prior Board approval may face the following disciplinary action.