



## **SOCIAL MEDIA POLICY**

### **SOCIAL MEDIA PURPOSE**

Social media provides opportunities for Hidden Trails HOA to communicate with its residents in a fun and positive environment. The intent of the Association social media accounts is to promote community and provide a safe and engaging way for residents to connect and communicate.

For our Association, the term social media represents various discussion and information-sharing tools, including, but not limited to, social networks, blogs, video-sharing sites, podcasts, wikis, message boards and online forums. Social media accounts are not monitored 24/7.

Guidelines have been established for the use and content of Association-managed social networks. The guidelines of this policy will be reviewed periodically and are subject to change at the discretion of the association.

Social media is not intended to be the main source of communication between the association and the resident. Association-related concerns and/or grievance should be communicated to the appropriate staff member by telephone, email or in person.

### **SOCIAL MEDIA ADMINISTRATOR**

The Lifestyle Director, with the support of the Association's management team, will oversee the Association's social media program. Additionally, approved members of the Association staff will be granted administrative privileges to assist with social media posting. The administrators(s) will not use social media to conduct official Association business, including but not limited to: discussing or accepting agreements or approving Association transactions.

### **HOW THE ASSOCIATION WILL HANDLE NEGATIVITY**

While negative comments are acceptable, offensive or derogatory remarks and behavior will not be tolerated. Our goal is not to censor posts, however if the post or comments violate our social media policy, it is the decision of the administrator to respond and/or remove the post.

If the post and/or comment is negative, the administrator will respond, addressing the concern(s) with a customer-oriented approach. If the given reply is not deemed satisfactory, an additional comment will be made to take the conversation offline. The user will then be sent a private message directing them to the appropriate contact with whom they can discuss the issue further.

### **SOCIAL MEDIA GUIDELINES**

- Treat everyone with respect – we're all in this together to create a welcoming environment.
- Healthy debates are natural, but kindness is required.
- Post helpful information. Never attack others. Our social sites were created to promote positive connections between neighbors, not to spread fear and contention.
- Use courteous language. Abusive, profane or threatening posts are strictly prohibited.
- Think before you post. Remember, what happens on the internet, stays on the internet. Protect yourself and your family.
- If you have a grievance with a neighbor or the Association, handle the communication in a private and respectful manner. Posting it in a public forum is not acceptable.
- Post information that is verifiably true. Misinformation can spread rapidly on social channels and quickly damage the reputation of others.

Please remember the best way to contact the Association to voice a concern is to email or call them directly. This will ensure a quick response to your question and/or concern. Social media is not monitored 24/7.

**Community Manager – Veronica Podlas [veronica.podlas@ccmcnet.com](mailto:veronica.podlas@ccmcnet.com) 830-438-4137**  
**Lifestyle Director – Sharon Cornell [sharon.cornell@ccmcnet.com](mailto:sharon.cornell@ccmcnet.com) 830-438-4137**

The Association reserves the sole discretion to remove comments that include: vulgar language; personal attacks; discrimination on the basis of race, creed, color, age, religion, gender, marital status, genetics, sexual orientation, disability, public assistance status, or national origin; unrelated or unapproved links to other sites; the encouragement or advertisement of illicit activity; infringement on legal copyrights or trademarks; inclusion of clearly identifiable personal medical or financial details; or other inappropriate content, as determined by the Lifestyle Director, Community Manager or board member.

**Users violating the rules of engagement will be issued a warning. Repeat violations of this policy may result in removal from official Association social media networks.**

