

COMMUNICATION AND SOCIAL MEDIA POLICY 6.27.2024

The Board recognizes the need to provide timely communications to property owners and the benefit of utilizing social media to share facts, information and announcements relating to community events, activities, and other limited uses. Social media may also be an effective tool in promoting the community to potential future owners.

Social media is defined as forms of electronic communication, including but not limited to websites, Facebook, Instagram, NextDoor, YouTube, and other similar platforms created to share photographs, video, and other information.

The Board also acknowledges that navigating social media platforms can create complex challenges and potential liabilities and as such it is in the best interest of the association to adopt this policy to govern the Association's use of social media.

Social Media Platforms Usage

- The Board authorizes one website as the official Wild Dunes Community Association (WDCA) website. That website is <https://www.wilddunesowners.org/> (the "Website").
 - The Website shall serve as the primary method to distribute official WDCA information to homeowners.
 - The Website shall serve as a conduit for property owners to contact the Association leadership and management.
 - Access to the "owners-only" portion of the Website is limited to registered property owners. To maintain privacy, Property owners may not share or allow non-property owners to access the "owners-only" portion of the Website.
 - Information contained in the "owners-only" section, such as the Online Resident Directory, is intended solely for the use of the association and property owners. It should not be used to solicit money or property; for any commercial purpose; for any personal purpose that is not related to association business, and shall not be sold to or purchased by any third party.
 - Property owners have the right to opt out of participating in the Online Resident Directory.
 - Information contained in the "owners-only" section shall not be disseminated or reposted without the express permission of WDCA.
- The Association will also utilize an appropriate email platform to communicate timely notice of community events, policy and procedure updates, community reminders, educational topics, and other items of interest to the community.
- The Association may choose to also utilize other social media platforms as authorized by the Board and following the standards and guidelines in this policy and the chosen social media platform Terms of Use.

Social Media Platform Management and Oversight

- The Chief Operating Officer (COO) is designated by the Board as responsible for monitoring and managing the WDCA's social media platforms and content. The COO may designate staff to manage and post on the Association's social media platforms. All postings made by and on behalf of the Association shall be made by those designated by the COO.
- Property owners are not authorized to set up a social media page on behalf of or in the name of the association.
- Use of the WDCA name, image or likeness by community members is not allowed without the express prior permission of the WDCA.
- The COO shall be responsible for maintaining cyber liability/risk insurance for WDCA.

Social Media Platform Content

- The Association website shall be the only social media platform utilized for the Association's official business matters.
- Use of the text based social media platform, available to WDCA, shall be limited to safety and security issues requiring immediate attention such as road closures, evacuations, potential emergencies, and other community wide emerging events.
- Postings to the WDCA social media platforms, other than the website, will be limited to announcements relating to community events, safety and security, educational content, and other items of general interest to the community.
- Social media platforms are not the appropriate forum to report issues or problems to the WDCA staff or Board. The WDCA website provides methods to contact staff or the Board with comments or concerns.
- Content posted on any association sponsored social media platforms will be limited to accurate and factual information that is relevant to the association.
- Representatives of WDCA (Employees, Board, and committee members) should refrain from posting information or making comments about the community or community issues on social media that could be reasonably construed as being made in their capacity as an association representative.
- The following content is **PROHIBITED** on any social media platforms sponsored by the WDCA:
 - Disclosure of any personal identifying information of property owners.
 - Solicitation or promotion of services, products, or political organizations
 - Use of copyrighted material or trademarks without the express permission of the owner
 - Announcement or promotion of events not sponsored by WDCA.
 - Discussion of any items involving confidential matters, proprietary business matters or any other legal matter.

- Promulgation of personal commentary or opinions, including, but not limited to, political commentary; comments meant to harass, threaten, or intimidate others; content that encourages offensive, violent, harmful, or illegal activity in any way.
- Content that, in WDCA's sole discretion, advocates or perpetuates discrimination based on a person's race, religion, gender, national origin, age, marital status or disability.
- Photographs and/or videos of individuals taken at WDCA sponsored events or homes and common areas within the Wild Dunes community may be posted on any of the association's social media platforms. To the extent possible, individuals should be notified of such use and afforded the opportunity to opt out of the use of their photograph.

In the event any actions contrary to this policy are noted, the WDCA Board of Directors maintains the right, with or without prior notice to take enforcement actions.

Enforcement actions may include, but are not limited to:

- sending written warnings
- restricting, suspending or terminating an individual's access to all or any part of the WDCA sponsored social media sites for violation of the social media policy.
- deleting, removing, or hiding posts and comments that, in WDCA's sole discretion are not consistent with this policy or other posted Terms of Use.
- eliminating some or all the social media platforms used by the Association.