

**PITMAN CREEK NORTH HOMEOWNERS ASSOCIATION, INC.
RESOLUTION IN FAVOR OF A
SOCIAL MEDIA POLICY**

SUBJECT: Adoption of a social media policy.
PURPOSE: To establish a policy to be followed setting behavioral standards, expectations, and guidelines with respect to use of sponsored social media.
AUTHORITY: The Declaration, Bylaws, and Articles of Incorporation of the Pitman Creek North Homeowners Association, Inc., and Texas Law.
EFFECTIVE DATE: June 1, 2017

WHEREAS, the Board of Directors for Pitman Creek North Homeowners Association, Inc. (hereinafter "Association") may benefit by utilizing social media such as Facebook, Nextdoor, and other similar media for the purpose of providing information concerning community events, governance, meetings, discussion forums, community advertisement, and other similar information;

WHEREAS, social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques;

WHEREAS, social media is a powerful communications tool that may have a positive or negative impact on the Association community;

WHEREAS, the Board of Directors has determined it is in the best interests of the Association to adopt guidelines and expectations for using any social media sponsored by the Association in order to protect the Association's and individual owners' reputations;

NOW, THEREFORE, the Board of Directors adopts the following Social Media Policy:

Central Responsibility

1. The Social Media Committee, consisting of three board members within the community, is appointed by the Board of Directors and is responsible for monitoring all posts and social media content.
2. Social Media Committee members shall report to the Board on the status of social media and coordinate with the Board as to postings and information to be broadcast via the Association's social media.

Use of Social Media by Administrators

1. Association sponsored social media may only be accessed and used by administrators within the community who will receive passwords and login information to access the aforementioned media. The login information may not be shared with any non-administrator, and, if disseminated, will be deemed a violation of this Policy.
2. Administrators may post comments and information in relation to the pages, feeds, groups, and other information created by Committee or Board members.

3. General Guidelines:
- a) The Association encourages members to utilize the Facebook and Nextdoor social media pages for posting:
 - 1) General information
 - 2) Events
 - 3) Crime alerts
 - 4) Personal recommendations
 - 5) Garage/estate sales, etc.
 - b) Members are encouraged to stick to the purpose of these groups - irrelevant content does not belong. Please think before you post! If you are going to comment, try to add valuable discussion to the conversation. Be friendly, be fair, and use common courtesy. As always, be respectful and respect the privacy of others!
 - c) Facebook posts containing any of the following items are strongly discouraged (Nextdoor social media site does not allow the Association administrative oversight):
 - 1) Cursing and/or vulgar language
 - 2) Commercial advertising
 - 3) Inappropriate photos, videos, or other media.
 - ❖ Please note that posting photos of other individuals in the neighborhood should be done only with their prior approval. We must respect the privacy of others!
 - ❖ Please note photos taken at Association social events have “understood” approval for posting unless otherwise requested by a member.
 - 4) Promoting political organizations
 - 5) Infringements on copyrights or trademarks
 - 6) Advocating illegal activity
 - 7) Information that may compromise the safety, security, or proceedings of any legal action pertaining to the Association, or others.
 - 8) Comments or content that promotes or perpetuates discrimination
 - d) All opinions should be treated with mutual respect. Personal attacks on other members with words that are harmful, threatening, or not in line with mutual respect will receive a warning. Multiple violations could result in removal from this group.
 - e) The Association reserves the right to remove from Facebook any content the Board or Social Media Committee, in their sole discretion, deem inappropriate or harmful to the Association or any individual.

Content Management

- 1. Any posts in violation of the above Guidelines may be deleted by the Association’s Social Media Committee or Board.
- 2. These Guidelines may be repealed, supplemented, or amended from time to time by the Board, with republication and notification to Association members to follow thereafter.