

Social Media Policy

Purpose

This policy regulates Canyon Lake Property Owners Association's (CLPOA) use of social media as it pertains to establishing expectations, guidelines, and behavioral standards in order to protect the CLPOA.

Goal

To inform and foster positive relationships with community members and the general public by participating in various social media platforms in a helpful, respectful, and relevant manner that protects the CLPOA's branding and follows the letter and spirit of the law.

Responsibility

The Corporate Department will be responsible for managing and monitoring all social media content.

Good communication is essential to the CLPOA and the CLPOA's continued success. The quality of professional relationships among associates, members, Board members, contractors and the general public is vital to the CLPOA's success. Members' impression of the CLPOA is strongly influenced by the people who assist them. In a sense, regardless of position, all employees are CLPOA ambassadors. The more goodwill the CLPOA promotes, the more its members and others will respect and appreciate the CLPOA and its services.

In safeguarding the information received, the CLPOA earns the respect and further trust of business associates. This may help reduce risk of litigation. Any violation of confidentiality can seriously injure the CLPOA's image and effectiveness. Maintaining confidentiality is important to the CLPOA's position and ultimately, to its ability to achieve financial success and provide fiscal stability. The CLPOA strives to use social media in a manner that maintains member's and employee's confidentiality and privacy.

Criteria and Guidelines: Canyon Lake Property Owners CLPOA (Main Page)

CLPOA policies and governing documents lead and direct the regulations in social media policies.

Approved Content:

In general, the CLPOA and its sanctioned affiliates will respond to comments to provide further information, clarification, acknowledge feedback and to market or promote the CLPOA in a positive light. The following are CLPOA guidelines for employees and sanctioned affiliates:

1. Refer all crisis communication activity to Corporate and/or Legal. Crisis communication postings that include public safety, health or welfare tips are not intended to replace professional advice from appropriate sources such as the police or medical professionals.
2. Be thoughtful about protecting CLPOA, its privacy, and its confidential information.
3. Avoid content that is illegal, obscene, defamatory, threatening, infringing of intellectual property rights, invasive of privacy or otherwise injurious or objectionable.
4. Content posted by the CLPOA warrants and represents that the CLPOA either owns or otherwise controls all of the rights to that content, including, without limitation, all the rights necessary to provide, post, upload, input or submit the content, or that CLPOA use of the content is a protected

fair use. Associates must agree that they will not knowingly and with intent provide material that is misleading or false information.

Unapproved Content:

Any matter in which the CLPOA is in litigation, requires Board discretion, or is confidential in nature will not receive a response without legal guidance. If a response is given it will be limited, factual, and informative until further legal direction can be provided.

Company practices that gauge the direction of communication include the following:

1. The CLPOA reserves the right to discontinue relationships with friends or followers who post inappropriately on social media platforms and to control all content on its platforms. Inappropriate content includes, at minimum, the following:
 - Vulgar language
 - Inappropriate images
 - Personal attacks of any kind against any person
 - Comments or content that promotes or perpetuates discrimination
 - Harassment (cyber or otherwise) in any form (verbal, physical or visual) is strictly against CLPOA policy and will result in corrective action. Harassment including but not limited to: slurs, threats, derogatory comments, unwelcome jokes, exposure to sexually-oriented literature or pictures, teasing, sexual advances, and other similar verbal or physical conduct will not be tolerated.
2. Associates may not use the CLPOA name to endorse or promote any product, opinion, cause or political candidate.
3. The CLPOA must not share confidential or proprietary information CLPOA and must maintain employee, vendor and member privacy.
4. Employee harassment on CLPOA regulated social media must be reported If an employee believes they have been the victim of harassment or know of one who has.
5. Managers/supervisors are encouraged to only accept 'friend requests' if initiated by the employee, and if the manager/supervisor does not believe it will negatively impact the work relationship.
6. The CLPOA does not endorse people, products, services or organizations without Corporate approval for use on official CLPOA accounts. For personal social media accounts where CLPOA connection to CLPOA is apparent, employees, Board Members and Committee Members must avoid implying that an endorsement of a person or product is on behalf of CLPOA, rather than a personal endorsement.
7. Unless approved by the Corporate Office, CLPOA social media name, handle and URL should not include CLPOA's name or logo.

Employee, Committee & Board Guidelines

CLPOA employees, committee members, and Board Members who participate in social media agree to follow CLPOA guidelines. Social media includes: blogs, website postings, Facebook, LinkedIn, Instagram, Twitter, YouTube etc. on behalf of CLPOA. These guidelines apply when affiliates are posting on the behalf of the CLPOA, the Board, or on CLPOA sites and similar community forums:

- Compliance with applicable CLPOA policies. For example, no sharing of confidential or proprietary information about the CLPOA and maintaining member privacy.

- Write in the third person when speaking on behalf of the CLPOA.
- When writing personally, and when connection to CLPOA is apparent, make it clear that you are speaking for yourself and not on behalf of CLPOA. In those circumstances, you should include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of my employer/CLPOA/the Board." Consider adding this language in an "About me" section of your blog or social media profile.
- Ensure content is professional, accurate and honest in CLPOA communications.
- Be respectful and professional to fellow employees, business partners, vendors and members.
- Act competently and deal with everyone in a courteous and respectful manner.
- Communicate pleasantly and respectfully with members and associates at all times.
- Follow-up on services and questions promptly; provide friendly, businesslike replies to inquiries and requests and perform all duties in an orderly manner (if applicable).
- When posting content that does not originate with the CLPOA, cite the source.
- Encourage member comments on social media platforms. Expect comments to be written in a respectful manner. Respond to comments promptly, when appropriate (if applicable)
- Posts dealing with individual or personnel matters will be deleted. Members who wish to address such issues should send CLPOA a private message in which we may respond to such issues privately.
- Comments that are off-topic, including those that include profanity or inappropriate language, will be promptly removed on CLPOA sites and will not be encouraged third party sites.
- Comments that solicit business or advertise a product or service not endorsed by the CLPOA will be removed.
- Posts that include copyrighted material or impersonate an individual or entity is not allowed.
- The CLPOA may friend/fan/follow people, clubs or organizations for professional or community related purposes.

For questions about what is appropriate to include in CLPOA social media profile(s), please contact the Corporate Office at (951) 244-6841 Ext. 210.