

THE LAKES COMMUNITY ASSOCIATION

COMMUNICATIONS AND SOCIAL MEDIA POLICY

The Board of Directors of the Lakes Community Association has adopted the following Communications and Social Media Policy. For the purpose of this Policy, an emergency is defined as an imminent threat to life or property. In these cases, Owners are encouraged to contact the appropriate law enforcement agency or fire department.

Communication Goals

- Establish the process for how Owners may communicate with the Association, Board of Directors and/or management.
- Establish minimum standards for responding to Owner inquiries.
- Effective and timely communication between the Association and Owners.
- Provide information that will enrich the Association experience and keep Owners informed about important Association activities, opportunity business and ways to be involved.
- Facilitate electronic communications when possible.
- Promote Owner involvement in the community and an understanding of Association issues.
- Celebrate Association and Owner achievements, awards and honors to encourage pride and to develop a sense of community.

Communication Policies and Guidelines

- With the exception of emergencies, all communication from Owners to the Association shall be in writing or presented during the Open Forum portion of open Board meetings.
- Owners shall send all written communications, including, but not limited to inquiries, records requests, administrative items and correspondence, to the management company to the addresses (electronic or otherwise) set forth in the Annual Policy Statement. Unless a request is otherwise within the management's scope of authority as defined by the Board and the contract between the parties, all Owner communication will be provided to the Directors for their review and response (if applicable) at the following Board meeting. Written responses will be provided to Owners within fifteen (15) business days of the Board meeting.
- All written communication must be professional in tone and shall not include any threatening, profane or otherwise harassing language. There will be no response provided to communication that contains such tone or language or to redundant or

duplicative communications.

- Owner communications that can be addressed directly by management will be responded to within fifteen (15) business days or as otherwise dictated by the Governing Documents or California law.
- If further action or decision is required, Owner communications will be included in the Board packet for consideration by the Board of Directors at the next regularly scheduled Board meeting and any necessary response will be provided shortly thereafter.
- In emergencies, Owners may contact management via telephone or may contact the relevant law enforcement agency or fire department.
- Owner and residents shall not contact individual members of the Board to discuss Association business.
- The Association will endeavor to keep members informed about community issues through use of the Association's website, newsletter or official social media channels.
- Neither Facebook, nor Next Door, nor any other related services are formal channels of communication. These sites are not monitored and questions or comments made thereon will not result in a formal response from the Board of Directors. If you have communications and would like a response from the Association, please follow the procedures described herein.
- Contact information for Owners within the community will not be used by the Association or any Owner for any business, commercial or any other purpose not involving the Association or community.

Unless responding to communication from that vendor or directed by the Board, Owners may not contact the Association's vendors or otherwise attempt to direct their actions or activities.

Except as otherwise required by law, final authority as to the content of messages posted to the Association website, articles in the Association newsletter or other communication provided by the Association rests with the Board of Directors.

This Social Media policy shall govern the Association's use of the Association's website, Facebook (FB) and any other social media used by the Association. The purpose of the Association's online social media use is to share information generated by the Association, the Board of Directors and/or Association management regarding the activities of the Association and the operation, management and maintenance of the Community, and to inform members and residents about activities and issues within the Community, consistent with the Communications Goals, Policies and Guidelines above. Social media use shall not be interactive or permit input, postings, chat, or discussions by and between members

and/or residents.

Social Media Rules and Responsibilities of the Board, Management or Committees Operating or Contributing to the Association's Social Media Site or Responding to Postings on Non-Association sites:

1. Any social media sites operated by the Association, including but not limited to Facebook, Twitter, Google +, and Instagram, shall only be used in conjunction with the Association's website for the sole purpose of providing and sharing up-to-date and pertinent information about the community as set forth in the Purpose above, as well as promoting community events and programs. As necessary, any such companion social media sites shall direct users to the Association's website for additional information.
2. The Association expects Board members, management, staff and committee members to exercise personal responsibility whenever they use social media.
3. Posted messages should be of value. The Association's goal is to use social media to provide worthwhile information and perspective. The Association is best represented by its people and what you publish will reflect on the Association.
4. The Association's approved social media sites shall not be used for advertising or any commercial purpose.
5. Association social media use shall be outgoing only. Management and one designated Board member shall have access to any Association social media site to place Board approved postings on its approved official social media sites. As these sites are for providing information only, the Association may lock followers, users, or members of the approved sites from commenting, responding, or commenting to posts.
6. The Board of Directors shall be responsible for the content of any postings to the social media site and shall use best efforts to verify that the information posted is factually accurate.
7. Social media site postings from the Association shall be drafted to inform residents and make residents aware of information about or activities occurring within the Community, or actions taken by the Board or Association on behalf of the Community.
8. All social media postings shall be informational only, limited strictly to Association or community business. Personal information, postings with editorial content, opinions, slurs, demeaning or inflammatory statements, spam, abusive or discriminatory language, personal attacks, obscenity and off-topic comments are prohibited.
9. The content of an Association social media site shall be current, professional and updated and monitored regularly to be of value. The Board shall allocate appropriate time and resources to keep the site maintained and updated with current, accurate information.

10. All published content must protect personal, private or confidential Association information.
11. Photos published to social media sites may be of event fliers, parks, pools, playgrounds, community events and programs. Photos of children should not be posted without parent/guardian permission.
12. If you see negative comments or misrepresentations made about the Association by media, analysts, bloggers or other social media users, report it to the Board. The policy of the Board is to avoid responses and instead remedy the situation through positive action. No Board member, management, staff or committee member is authorized to respond on behalf of the Association without Board approval.
13. Association committees may submit social media postings on official Association matters to the Board of Directors or Management for approval. Nothing shall be posted for or on behalf of the Association without Board approval.
14. All published content must protect personal, private or confidential Association information.
15. Association social media sites shall not be used for advertising or any commercial purpose.

Adopted May 23, 2017