



## **Waterleaf Homeowners' Association Inc.**

12234 Waterleaf Boulevard, Jacksonville FL 32225

Phone: 904-642-7547

[www.waterleafhoa.com](http://www.waterleafhoa.com)

# **SOCIAL MEDIA POLICY**

Waterleaf Homeowners' Association, Inc. ("Association") may benefit by utilizing social media such as Facebook, Nextdoor, Twitter, LinkedIn, Instagram, e-Communication, Websites and other similar media for the purpose of providing information concerning the Association such as events, governance, meetings, discussion forums, surveys, community advertisement, and other similar information. As such, the following policy, as amended and supplemented, from time to time ("Social Media Policy") shall establish guidelines, expectations, and rules for using any social media governed by this policy.

## **1. POLICY PURPOSES**

### **a. Policy**

The purpose of the Social Media Policy is to set guidelines, expectations, and rules for using any social media sponsored by or affiliated with the Association in order to protect the Association and its Members.

### **b. Operational**

The purpose of online media participation is to promote the activities occurring within the Association, and to inform Members about activities and matters within the Association.

### **c. Member Responsibilities**

This Social Media Policy provides guidance on the responsibilities of all Members of the Association regarding the use of social media that is subject to the Social Media Policy. The Association welcomes social media interaction from Members. However, the Association reminds its Members that these sites and/or applications are not private, and their security cannot be guaranteed.

The Association expressly discloses that it cannot guarantee who will be able to access the information that members choose to post on social media subject to the Social Media Policy. Members should take this into consideration and use discretion when posting. Members should assume that all postings to websites and/or application subject to the Social Media Policy will be publicly available on the Internet and therefore publicly accessible without limitation or protection of any kind. Please consider how much personal information to share, with the understanding that this information may be linked to your name and published on the Internet. Use of these websites and/or applications is voluntary and anyone who uses them assumes the risk associated with the use of social networking sites. Members who choose to use these websites and/or applications agree to release and hold harmless the Association, its Board, and its Management Staff for and from any claims, causes of action, or damages that may arise relating to the Members' use of these sites.



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### **2. SOCIAL MEDIA DEFINED**

- a. Social media is defined as media designed to be disseminated through social interaction, websites, and other application which enable users to create, share, and receive content or to participate in social networking.

### **3. ACCESS TO AND REMOVAL OF POSTS**

- a. The Board and Management Staff reserve the right to remove any post from social media that is governed by the Social Media Policy.
- b. The Board and Management Staff shall be the only authorized parties to create new pages, feeds, groups, sources, etc. on Association social networks.
- c. Social media governed by this Social Media Policy may only be accessed and used by the Board, Staff, and Members within the Association.
- d. Members may post comments and information in relation to the pages.
- e. Posts containing any of the following items are prohibited and will be deemed a violation of this Social Media Policy:
  - i. Profane, defamatory, offensive or violent language or content;
  - ii. Material that is threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity;
  - iii. Comments that promote or perpetuate discrimination, including but not limited to race, gender, nationality, religion, and gender identity;
  - iv. Spam, link or click baiting, or files containing viruses that could damage the operation of other people's computers or mobile devices;
  - v. Conduct or encouragement of illegal, harmful or offensive activity;
  - vi. Content that relates to confidential or proprietary business information;
  - vii. Infringements on copyrights, trademarks, or any other intellectual property laws;
  - viii. Information that may compromise the safety, security, or proceeding of any legal action pertaining to the Association;
  - ix. Posting comments under another person's name.
- f. The above list is not exclusive and other conduct may be deemed a violation of the Social Media Policy by the Association.
- g. The Association, including the Board and Management Staff, reserves the right to remove and/or edit any content without any notice, that violates the Social Media Policy.

### **4. CONTENT MANAGEMENT, WARRANTIES AND RIGHTS**

- a. Any posts in violation of this Social Media Policy may be removed by the Association's Board or Management Staff, without notice or explanation.
- b. In the even any content is found to be contrary to this Social Media Policy, the Member posting such content will be deemed in violation of this Social Media Policy and at the Association's discretion, could be subject to appropriate enforcement which may include fines and suspensions (after notice and opportunity for hearing) or legal action. The



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Association's Board and Management Staff reserve the right to remove any Member if the Association, its Board, or its Management Staff finds that Member in violation of this Social Media Policy. If a Member has violation this Social Media Policy more than one time in a 12-month period, such Member will be removed as an allowed user and will be prohibited from accessing social media governed by the Social Media Policy.

- c. By posting content on social media subject to the Social Media Policy, you automatically grant the Association a royalty-free, perpetual, irrevocable, worldwide, right and license to use, reproduce, modify, adapt, publish, translate, combine with other works, create derivative works from, distribute, and display that content for any purpose, including advertising and promotion, without notice, attribution or payment. You automatically certify that you are the original author or creator of your content, and that you have the right to post it. Further, you certify that you have permission from anyone depicted in a photograph you post to agree to these terms, and that the Association's use of your content in accordance with this license will not violate or infringe upon anyone else's rights.
- d. A person attending an Association event who does not wish to have their image recorded for distribution on social media should make their wishes known in writing to the Association, its Directors, and its Management Staff. By participating in an Association event or by failing to notify the Association its Directors, and its Management Staff, in writing, your desire to not have your photograph used by the Association, you are consenting to the Association's use and agreeing to release, defend, and hold harmless and indemnify the Association from any and all claims involving the use of your picture or likeness.

### **5. SOCIAL MEDIA RULES OF ETIQUETTE – MEMBERS**

- a. When Members comment on an authorized Association site or application, comments should be meaningful and respectful of the reputations of all parties and entities. Comments should be professional in nature and courteous.
- b. Members that find inappropriate content should notify management immediately.
- c. Users are solely responsible for any content they may post. The Association is not liable for the accuracy or content of user comments.
- d. Members should know and follow the Association Social Media Policy.
- e. All published content must respect the Association's confidentiality and proprietary information and be respectful to the Association, its Board, Management Staff, and Members. Do not post any comments that are commercial in nature and violate copyrights or other laws.

### **6. AMENDMENT**

- a. This policy may be repealed, supplemented or amended from time to time by the Board of Directors.