

**RESOLUTION REGARDING ESTABLISHING SOCIAL MEDIA POLICY
THE GREENS CONDOMINIUMS AT WEST END ASSOCIATION, INC.**

4-20-21

(Date)

WHEREAS, The Greens Condominiums at West End Association, Inc., ("Association") is the not-for-profit Florida corporation responsible for the administration, operation and management of The Greens at West End ("Condominium"), located in Alachua County, Florida; and

WHEREAS, the Board of Directors of the Association is responsible for the day-to-day operation and management of the Condominium; and

WHEREAS, the Board wishes to memorialize a policy for the use of Social Media by the Association.

NOW THEREFORE BE IT RESOLVED, as follows:

1. The above recitations are true and correct and each and every one is incorporated herein in its entirety by reference.
2. The Association, by the adoption of the Resolution, hereby implement the Social Media Policy attached hereto as **Exhibit "A"**.
3. Except for content approved and posted to a Social Media platform, as provided in the attached Social Media Policy, no member of the Board of Directors, in their capacity as a Board Member, may post any content to any Social Media Platform regarding the Association or disseminate information about Association matters without the advance written approval of the Board of Directors.

There are 5 current Board members. The number of Board members who voted in favor of this Resolution is 3. The number of Board members who voted against this Resolution is 1. The vote of each Director is reflected in the minutes of the meeting at which this Resolution was adopted.

THE GREENS CONDOMINIUMS AT WEST END
ASSOCIATION, INC.

BY: 

Keith Jackson, President

DATE: 4-21-21

(CORPORATE SEAL)

EXHIBIT "A"
THE GREENS CONDOMINIUMS AT WEST END ASSOCIATION, INC.
SOCIAL MEDIA POLICY

The Greens Condominiums at West End Association, Inc. aspires to be a warm and welcoming place that all residents are proud to call home. The Board of Directors is working to support and engender a sense of community and gratifying quality of life environment for the enjoyment of all. This policy is prepared and adopted in continuance of the Board's commitment to be transparent, inclusive and open to input and engagement from all residents in a manner that treats everyone fairly with civility, respect and dignity.

Objective:

To establish guidelines, policies and procedures for developing content, user engagement, and related materials for social media platforms to distribute information relating to the Association in a manner that is consistent with its brand and image.

Definitions:

Social Media Platform - an interactive service which is hosted on an external web server. Most Social Media Platforms provide a variety of ways for users to interact both publically and privately. Examples of current Social Media Platforms are Facebook, Twitter, Instagram, Snapchat, LinkedIn, and Pinterest.

Content Approval - the Condominium Manager shall be responsible for content approval for new content (which does not include the re-use of previously distributed posts for repetitive items such as Board meeting notices, community events, etc.). In the event the Condominium Manager is unavailable or unable to make an approval determination, the Association President, or a Board Member designated by the Association President, shall make the determination regarding content approval.

Content Manager - role assigned to various staff members and members of the Condominium as approved by the Board of Directors. The Content Manager(s) may be different for each Social Media Platform, and will be responsible for updating, posting, and monitoring information on assigned Social Media Platforms. The Content Manager(s) is also responsible for reporting social media activity to the Property Manager and/or Board, including any posts that have the potential to negatively impact the Association.

Content Provider - any member of staff or member of the Association may be a content provider; however, all new content must be approved (see Content Approval) and posted by the appropriate Content Manager.

Posting - placing approved content on a Social Media Platform.

Selection of Social Media Platforms:

Social Media Platforms vary in content, popularity and use; therefore the Board will review all requests for additional Association Social Media Platform accounts, including:

- Ensuring the Social Media Platform allows comments or posts which enable resident expression including dissimilar opinions in a civil and respectful manner but also with the capacity to be turned off when new discussion threads are created by users other than the Content Manager.
- Ensuring the Social Media Platform allows comments or posts which create new discussion threads (other than by the Content Manager) to be turned off.
- Ensuring the Social Media Platform provides an account for the Content Manager to control content; and
- Reviewing the concept, audience, and development plan for the Social Media Platform.

The Content Manager is responsible for setting up the main administration account for the Social Media Platform, using a specifically created email address.

The Content Manager may establish accounts on Social Media Platforms, even if there are currently no plans for the Association to use them. This process reserves the account thereby preventing another person or organization from presenting themselves as the Association.

Use of Social Media Platforms:

Any Social Media Platform used to represent the Association must be pre-approved by the Board of Directors.

If a Social Media Platform allows for comments to be posted by the public in response to a posting by the designated Content Manager, and that feature cannot be turned off, the Social Media Steering Group and/or the Content Manager reserve the right to edit or remove content. The intent not to restrict open civil discourse, but to maintain a moderated online discussion directly related to posted topics that are appropriate for and useful to the members of the Association.

While not intended to limit expression, content that may be edited or removed includes, but is not limited to, the following examples:

- Comments not topically related to the particular article being commented upon;
- Profane language or content;
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Solicitations of commerce by the public or by vendors;

- Spam;
- Conduct or encouragement of illegal activity;
- Information that may compromise the safety or security of the Association, its property or its members;
- Content that violates or appears to violate a copyright, trademark or other legal ownership interest of any other party;
- Disparaging or defamatory remarks or hostility towards a person or entity;
- Campaign information from a candidate for public elected office or information related to a candidate's personal campaign;
- Confidential information of the Association;
- Content that violates privacy rights of Association Members.

Social Media Platforms shall be used to distribute information about the Association, its meetings, events, and other timely content relevant to its members.

All Social Media Platforms shall clearly indicate that they are maintained by the Association and shall display current contact information.

Content:

Any Association member may suggest content by submitting same to the Condominium Manager; however, the Condominium Manager will review the suggestion prior to asking the Content Manager(s) to post it on the Social Media Platform(s), as appropriate, receiving secondary approval from the Association President, or their designee, if necessary, to determine whether the content benefits Association members and is allowable under this Policy. If it is determined that the content does benefit Association members and is allowable content under this Policy, the Property Manager will direct the appropriate Content Manager to post the content to the appropriate Social Media Platform(s). Should a Content Manager post content which has not been approved, at the Board's discretion, all ability by said Content Manager to control or post to Association Social Media Platforms may be terminated immediately and passwords for said Platforms shall be changed.

The Content Manager may disable functions on the Social Media Platform that are not needed or desired as approved by the Condominium Manager and/or Board Chair.

Tone and Voice:

The tone and voice of Association social media communications should maintain the professional nature of a Condominium Association while remaining friendly and conversational. The use of contractions and short-form writing is not only allowed but in certain cases is desirable and even necessary on some social media platforms.