



COMMUNICATIONS AND SOCIAL MEDIA POLICY

CREATED BY THE BOARD OF DIRECTORS
MARCH 16, 2022

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BOARD OF DIRECTORS

COMMUNICATIONS AND SOCIAL MEDIA POLICY

DELTA COVES MAINTENANCE CORPORATION

The Board of Directors (“**Board**”) for the Delta Coves Maintenance Corporation (“**Association**”) has adopted the following Communications and Social Media Policy (“**Policy**”) for its Directors and committee members.

Introduction

This policy governs the publication of online communications and commentary via social media by members of the Board and Association committee members. For purposes of this policy, the term “**Social Media**” means any tool for online publication and commentary, including, but not limited to blogs, Facebook, Instagram, NextDoor, LinkedIn, Twitter, TikTok, Reddit, SnapChat, and YouTube.

Social Media is an effective communication tool but sometimes it can be challenging for Board members and committee members to reconcile their public and private social media activities in terms of their role as Board and/or committee members. This policy provides a framework for Board and committee members to engage in these activities ethically and without inadvertently exposing the Association to potential legal liability.

Policy and Guidelines

While serving on the Board or on an Association committee, Directors and committee members should be cognizant that their Social Media communications may be perceived by members and the community as being published, promoted, or approved by the Association, even if that is not the case. For this reason, all communications by Directors or committee members on all Social Media platforms, while they are serving as Board or committee members, should be professional, courteous, and ethical.

Online Content (Association’s use of any official Association website, Social Media, or online content prepared, maintained, or used by the Association) may only be prepared and distributed as expressly authorized in writing by the Board. The Board may authorize a Board member, committee member, or community manager to publish Online Content. Otherwise, all uses of Social Media by the Board and committee members must follow the same ethical standards that Board members and committee members follow in the discharge of their duties including:

1. Employing professionalism, honesty, integrity, and fairness in all communications;
2. Safeguarding confidential Association information including private or personal information of Directors, management, vendors (including contract bids and negotiations), employees, or committee members, disciplinary actions, assessment collection, lien and foreclosure information, and Association legal disputes (committee members may not be privy to the full extent of this confidential information but are still obligated to keep private Association information confidential to the extent they are exposed to same);

3. Not discussing Association business or operations to individuals who are not Directors, committee members, agents or employees of the Association outside of Board meetings;
4. No use of profane, threatening, discriminatory, offensive, violent, or harassing language or photos, insulting or disparaging comments or photos, or publication of communications that are contrary to prior Board decisions;
5. No publication of click bait, spam, links to files with viruses, or trolling (deliberately disorderly comments meant to abuse, harass, threaten, or intimidate);
6. No publication of copyrighted or trademarked content (including images);
7. No publication of images of children without parental consent;
8. No engaging in community gossip;
9. No publications that represent or suggest that your communications are on behalf of, promoted, or supported by the Association unless same has been expressly approved by the Board in advance;
10. No endorsing or opposing a product or company or calling for a boycott of a product or company on Association social media platforms; and
11. No endorsing or opposing any federal, state, or local candidate running for political office on Association social media platforms.

The Association will endeavor to keep members informed about community issues through use of the Association's official communication channels and not through individual Social Media accounts or blogs.

Violations of Policy

Directors and committee members who violate this Policy are deemed to be acting outside the course and scope of their authority. Anyone in violation of this Policy may be subject to disciplinary action, including, but not limited to:

- Censure;
- Removal from committees;
- Exclusion from an executive committee;
- Removal as an officer of the Board;
- Request for resignation from the Board;
- Recall by the membership; and/or
- Legal proceedings.

Prior to taking any of the actions described above, the Board shall appoint an executive committee to investigate the violation. The committee shall review the evidence of violation, endeavor to meet with the Director/committee member believed to be in violation, confer with the Association's legal counsel, and present its findings and recommendations to the Board for appropriate action. The Board shall endeavor to meet with the Director/committee member in executive session prior to imposing disciplinary action against that person.

PLEDGE

I have read the Communications and Social Media Policy and pledge to act in accordance with my obligations as described above.

Date: _____

Print Name & Title: _____