

# Villages at Westminster Homeowners Association

## Social Media Guidelines

Adopted July 26, 2023

The Villages at Westminster Homeowners Association (“VAW”) may use social media on behalf of our community. These Guidelines are intended to serve as an overview for the use of social media so that VAW can promote a friendly, informative, helpful user experience. The “users” may be residents and non-residents, homeowners and renters, guests, and others interested in our community.

**1. Purpose.** These Guidelines apply to online content published by VAW, including our website, forms of social media posting such as Meta (also called Facebook) or Nextdoor Neighbor, newsletters, or other publications created by VAW. Content means written communication, feedback, images, photographs, pictures, or other graphical information. These Guidelines are not to be considered the final authority on what is allowable or prohibited, and are not the official communication from VAW or its property manager. Any interpretations, explanations, or enforcement is reserved for consideration and action by the full Board of Directors.

### **2. Unauthorized Social Media.**

a. A homeowner or resident of VAW may not create a website, form of social media (such as a Page on Facebook), newsletter, or other publication that appears to be authorized by VAW unless specifically approved by the Board of Directors. If such approval is given, the creator of that Social Media must prominently state on the homepage or front page that this is not an official communication of VAW.

b. The Board or its authorized representative may remove or cause to be removed any content posted by anyone that is not specifically approved by the Board.

c. The Board or its authorized representative may remove or cause to be removed any post, comment, suggestion, or feedback that is Prohibited Content listed below.

d. VAW may, but is not required to, monitor or moderate any content posted on its website or social media outlets.

**3. Authorized Users.** The chairperson of the Communications Committee, who is appointed annually by the President of the Board, shall designate the persons authorized to update the website, post items and notices on any approved Social Media, or create other forms of communication for residents of VAW.

#### **4. Permitted Content.**

a. All content shall be respectful, positive, and truthful. The Chair of the Communications Committee shall carry the right to determine if content meets this standard, and may consult with the President of the Board on these matters, but must consult the full Board if there are questions or disputes over what is permissible.

b. The primary purposes that VAW will use social media/website for include (but is not limited to): event information, promoting community-building (such as Happy Spring!, or expressing appreciation), announcements of meetings of the Board or committees, or seeking volunteers for VAW committees.

**5. Prohibited Content.** While not an exhaustive list, no social media communication from the Communications Committee or Board or its representatives, or if approved by the Board, shall be published that is:

a. Determined to be inappropriate, in poor taste, political, or otherwise contrary to the purposes of this forum

b. Profane, obscene, indecent, defamatory, offensive, or is otherwise inflammatory or deliberately disruptive and meant to harass, threaten, or abuse individuals or businesses

c. Personal attacks on individuals or specific groups, or is discriminatory in any way

- d. Advertising a commercial business or proposition, or promotes or advertises a person, product, service, or brand; or in some way relates to or exposes confidential or proprietary business information
- e. Attempting to identify or identifies potential infractions of the law or other Guidelines or governing documents of VAW
- f. May be perceived as violating another's right to privacy, including but not limited to Owner's addresses and/or license plate numbers
- g. Examples of what is not OK to post include (but is not limited to): religious ads or announcements; political ads or announcements; police or neighborhood watch announcements; sex offender notification information; want ads or For Sale notices; charitable or other solicitations

**6. Limitation of Liability.** In no event will VAW be liable to any Homeowner or resident or third party for (a) any lost profits or revenue, incidental or consequential damages arising out of the use or inability to use VAW's social media outlets/website; (b) any claim by any other party, even if VAW had been advised or had or should have had any knowledge, actual or constructive, of the possibility of such damages.