



Village at Vistancia Association

Social Media Policy

Adopted Aug. 23, 2016

PURPOSE

Social media provides opportunities for the Village at Vistancia Association to communicate with its target audiences. Guidelines must be established, however, for the use and content of Association-managed social networks.

DEFINITIONS

The term social media can be inferred in many ways. In this context, the term represents various discussion and information-sharing tools, including, but not limited to, social networks, blogs, video-sharing sites, podcasts, wikis, message boards and online forums. Examples of social media platforms include Google and Yahoo groups (reference, social networking); Wikipedia (reference); Facebook (social networking); YouTube (social networking, video sharing); Twitter (social networking, microblogging); LinkedIn (business networking); Instagram (social networking, photo sharing); and Snapchat (social networking).

GUIDELINES

This policy pertains to three types of social media users: those posting on official Association social networks, those posting as an individual representing themselves as an employee of the Association, and users interacting with official Association social networks. Employees accept responsibility for all content they post on social media and are accountable for any actions which result in a violation of this policy.

EMPLOYEE CONDUCT

The Association's social media program will be overseen by the Communications Coordinator, with the support of the Communications Committee. The Communications Coordinator serves as the Association's primary social media administrator and represents the organization on various social networks. Additionally, approved members of the Association staff will be granted administrative privileges to assist with social media posting.

While posting on official Association accounts, employees are encouraged to engage and interact with users in a way that reflects positively on the Association and provides quality customer service. Employees should not, however, conduct official Association business on social media networks.

Employees using personal social media accounts are encouraged to engage with and share content from official Association accounts. These employees are expected to act with integrity and respect, as they are representatives of the Association. Employees are prohibited from disclosing confidential materials or information that could breach the security of the Association's computer network. Employees should refrain from using official Association logos and iconography on social media, unless in the context of official Association-created content.

All employees must refrain from posting content that attacks, abuses or harasses; violates the privacy of; is hurtful, offensive or damaging to; or defames any current or former employee, resident, contractor or other party connected to the Association.

USER INTERACTION AND ENGAGEMENT

Social media users are encouraged to interact and engage with the Association. These communications play a vital role in maintaining a positive reputation for the Association, better serving the community and dispelling rumors regarding Association business. Negative comments will be accepted, as long as they are presented in a respectable manner. The decision for employees to respond to or remove these comments will be addressed on a case-by-case basis by the Communications Coordinator and, if necessary, the Community Manager.

The Association reserves the sole discretion to remove comments that include: vulgar language; personal attacks; discrimination on the basis of race, creed, color, age, religion, gender, marital status, genetics, sexual orientation, disability, public assistance status, or national origin; unrelated links to other sites; the encouragement or advertisement of illicit activity; infringement on legal copyrights or trademarks; inclusion of clearly identifiable personal medical or financial details; or other inappropriate content, as determined by the Communications Coordinator, Communications Committee and Community Manager.

Violators will be issued a warning. Repeat violations of this policy may result in banishment from official Association social media networks.