

# **PARK VILLAGE ESTATES COMMUNITY ASSOCIATION SOCIAL MEDIA POLICY**

## **PURPOSE AND SCOPE**

The purpose of this policy is to provide direction on appropriate and effective ways to utilize social media on behalf of the Park Village Estates Community Association (PVE) when delivering content, facilitating engagement, and communicating with both members and non-members

Social media provides a valuable opportunity for PVE to engage and inform members and promote PVE's activities. Use of social media includes, but is not limited to:

- Encourage member interactions and collaborations to foster a sense of community;
- Easily disseminate information and notifications to members; and
- Notify the members of Board meetings and community events.

## **DEFINITIONS**

**Administrator:** Any person who has access to Association social media account for any period of time shall be deemed an "Administrator" for the purposes of this policy.

**Social Media:** Social media refers to the online interactions between people involving the sharing, creating, and/or exchanging of information and ideas.

**Social Media Platforms:** Web-based networks that allow the exchange of information and ideas between people online (i.e. Twitter, LinkedIn, and Facebook). PVE maintains a presence only on Facebook.

## **USING ASSOCIATION SOCIAL MEDIA APPROPRIATELY**

**Social Media Accounts for Association Committees, Boards, and Other Subgroups:** Committees and other Subgroups are not permitted to have their own social media accounts. Any such accounts must be removed or deleted.

**Administrative Rights:** Association must have access and administrator rights to every Association social media account. Administrative rights to manage all social media accounts, with the ability to modify content, may be granted to volunteers as approved by the Board on as an needed basis.

**Posts Beyond the Scope of The Association:** Outside products, services, companies, and organizations should not be promoted on Association social media without the consent of the Board.

**Political Posts:** Messages or posts that are political in nature or that constitute an endorsement of a particular political view or political party is prohibited unless approved by the Board.

**Copyrights and Trademarks:** Those posting on Association social media accounts must take note of any copyrights or trademarks associated with content they wish to utilize or repurpose. The use or distribution of copyrighted or trademarked material without written consent from the right holder is strictly prohibited.

**Deletion of Inappropriate Content:** Administrators shall review content and communications on the Association's social media accounts as needed and promptly delete material that violates this policy. Additionally, the Board reserves the right to delete any content or communications on Association social media that they deem to be inappropriate or inconsistent with the goals of this Policy. The Board shall be notified when content is deleted pursuant to this paragraph.

**References and Links:** All official Association accounts shall refer to the Association as the "Park Village Estates Community Association" or "PVE." All social media account profiles must provide a link to the Association homepage.