



## **SOCIAL MEDIA POLICY**

### **SOCIAL MEDIA PURPOSE**

Social media provides opportunities for Grayhawk to communicate with its residents in an informal and positive environment. Grayhawk's social media accounts are intended to promote community and provide a safe and engaging way for residents to connect and communicate. Residents with social media accounts are encouraged to interact with the Association as these communications play a vital role in maintaining a positive reputation for the Association, better serving the community and dispelling rumors regarding association business.

For our Association, the term social media 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. Social media accounts are not monitored 24/7. This policy has been established for the use and content of Association-managed social networks. The content of this policy will be reviewed periodically and is subject to change at the discretion of the Association.

Social media is not intended to be the main source of communication between the association and the residents. Association-related concerns and/or grievance should be communicated to the appropriate staff member by telephone, email or in person.

### **SOCIAL MEDIA ADMINISTRATOR**

The Director of Communications 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 and monitoring. Employees are expected to act with integrity and respect, as they are representatives of the Association. Employees should not enter agreements or process transactions on social media networks. Employees are prohibited from disclosing confidential materials or information that could breach the security of the Association's computer network.

### **HOW THE ASSOCIATION WILL HANDLE NEGATIVITY**

While negative comments are acceptable, offensive or derogatory remarks and behavior will not be tolerated. Our goal is not to censor posts, however if the post or comments violate our Social Media Policy, it is the decision of the administrator to respond and/or remove the post. Management will address the concern(s) with a customer-oriented approach. If the given reply is not deemed satisfactory, an additional comment will be made to take the conversation offline. The user will then be sent a private message directing them to the appropriate contact with whom they can discuss the issue further.

## **SOCIAL MEDIA RULES OF ENGAGEMENT**

- *Treat everyone with respect.* Healthy debates are natural, but kindness is required.
- *Post helpful and relevant information.* Post information that is verifiably true. Misinformation can spread rapidly on social channels.
- *Keep posts on topic.* Posts should be relevant to Grayhawk events and news. Political debates and other topics not related to the community should be discussed elsewhere.
- *Use courteous language.* Abusive, profane, or threatening posts are strictly prohibited.
- *Handle private matters in private.* If you have a grievance with a neighbor or the Association, handle the communication in a private and respectful manner.
- *Social media is a public forum* – Association social media channels are considered public and information learned in private (private message, email or face-to-face conversation) cannot be shared. Never divulge private or personal information about another person online.

Please remember the best way to contact the Association to voice a concern is to email or call them directly. This will ensure a quick response to your question and/or concern. Social media is not monitored 24/7.

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 or unapproved 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 Director of Communications, Community Manager or a Board Member.

**Users violating the Social Media Rules of Engagement will be issued a warning. Repeat violations of this Social Media Policy may result in removal from all Association social media networks.**