



## SOCIAL MEDIA POLICY

### SOCIAL MEDIA PURPOSE

Social media provides opportunities for Windsong Ranch Community Association, Inc. to communicate with its residents in a fun and positive environment. The intent of the Association's social media presence is to promote community and provide a safe and engaging way for residents to connect and communicate.

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. It is important to note that social media accounts are not monitored 24/7, and the outlets described above would not be appropriate for reporting emergencies threatening life or property.

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 (preferred for mutual tracking purposes) or in person. Social media channels are not an official method of the Association's communications with owners and members of the Windsong Ranch Communication.

Guidelines have been established for the use and content of Association-managed social networks. The guidelines of this policy will be reviewed periodically and are subject to change at the discretion of the Association.

### SOCIAL MEDIA ADMINISTRATOR

The Lifestyle Director, with the support of the Association's management team, will oversee the Association's social media program. Additionally, approved members of the Association's staff will be granted administrative privileges to assist with social media posting. The administrators(s) will not use social media to conduct official Association business, including but not limited to: discussing or accepting agreements or approving Association transactions.

### HOW THE ASSOCIATION WILL HANDLE NEGATIVITY

While negative and/or dissenting comments are acceptable, offensive, abusive, threatening or derogatory remarks and behavior will not be tolerated. Our goal is not to censor posts; however, if the post or comment violate our social media policy, it is within the sole discretion of the administrator as to whether to respond and/or remove the post.

If a comment is deemed inappropriate, the user will be sent a private message advising of the removal of the post and directing them to the appropriate Association contact to discuss the issue further.

### SOCIAL MEDIA GUIDELINES

- Treat everyone with respect – our goal is to create a welcoming environment and vibrant community.
- Healthy debates are encouraged, but kindness and respect are requirements.
- Post helpful information. Never attack others. Our social sites were created to promote positive connections between neighbors, not to spread fear and contention.
- Use courteous language. Abusive, profane, or threatening posts are strictly prohibited.
- Think before you post. Remember, what happens on the internet, stays on the internet. Protect yourself and your family.
- If you have a grievance with a neighbor or the Association, handle the communication in a private and respectful manner. Posting it in a public forum is not acceptable.

- Post information that is verifiably true. Misinformation can spread rapidly on social channels and quickly damage the reputation of the community and/or individuals.

## USER GENERATED CONTENT

By posting or sharing any user-generated content on the Association's social media, you acknowledge and agree that such content may be subject to be reposted on both Association and/or marketing social media channels. If at any time you do not wish to participate in this activity, please contact the WRCA staff directly at [windsonglifestyle@ccmcnet.com](mailto:windsonglifestyle@ccmcnet.com).

Please remember, the best way to contact the Association to voice a concern is to email or call the Association's property management personnel directly during normal business hours. This will ensure a quick response to your question or concern and that the appropriate party is involved in the resolution.

Management Office / The Commons - 972-347-9270  
Community Manager – Bob Harvey [bharvey@ccmcnet.com](mailto:bharvey@ccmcnet.com)  
Lifestyle Director – Ivy Garza [igarza@ccmcnet.com](mailto:igarza@ccmcnet.com)

The Association, at its sole discretion, may 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 Lifestyle Director, Community Manager or Board of Directors.

Because the Association lacks control over postings by users, the Association expressly disclaims liability for any content or commentary made by users on the Association's social media channels.

Repeat violations of this policy may result in removal from official Association social media networks.