

# STONEBRIDGE RANCH COMMUNITY ASSOCIATION, INC.

## POLICY Social Media Interaction

Revision 1

03/21/2019

### PURPOSE

The Stonebridge Ranch Community Association (SRCA) recognizes the role of social media in helping neighbors in our community connect with one another. SRCA also recognizes the right of its appointed volunteers to interact on social media platforms. This policy provides guidelines to ensure that volunteers do not misrepresent SRCA or post misleading information regarding decisions made by staff or other volunteers in the conduct of community business. Further, this policy seeks to protect SRCA and its volunteers from posts that may be inflammatory, derogatory, misleading, libelous or a breach of confidential information.

### Volunteer Social Media Behavior Supported By SRCA

Resident volunteers can play an important role in sharing community-related information on social media channels. SRCA reminds all volunteers that comments and posts on any social media platform (e.g. blog, web page, networking site) are received instantaneously by other users and can be misunderstood, misconstrued, and/or ignite a public online conversation just as quickly. Volunteers should use their best judgment. If they feel the need to comment, they are highly encouraged to do so by referring other users on a social media platform to contact staff at the SRCA office directly.

Example text:

This [*name the social media platform/online group*] is not an official communication channel managed by the Stonebridge Ranch Community Association (SRCA). To ensure you receive correct and up-to-date information, please direct SRCA-related inquiries and concerns to the staff at the association office. You can submit a question via the website (<https://www.stonebridgeranch.com/submit-a-question/>), email or call the staff ([srca@cmamanagement.com](mailto:srca@cmamanagement.com) or 214.733.5800), or visit the office in person (6201 Virginia Parkway, McKinney, TX). Office hours are M-F from 8:30 a.m. to 5 p.m. (excluding holidays).

If a volunteer is not specifically authorized by the SRCA Board of Directors to speak on behalf of the SRCA, and if he/she chooses to post or comment regarding SRCA on social media in any way other than above, the SRCA asks that volunteers:

- **Focus on Facts.** Do enough research on the topic to be able to provide quotes from and/or links to public information published through official SRCA communication channels (i.e. [www.stonebridgeranch.com](http://www.stonebridgeranch.com), *Stonebridge Ranch News* magazine, or SRCA e-mail blasts). If an opinion is the best response, a volunteer must state that the views expressed are opinion and that they are his/her own.
- **Protect Themselves.** As in all online and social media activity, volunteers must be careful about what personal information they share online. Volunteers are highly encouraged NOT to post any of their own personal information (e.g. address, phone number, locations the volunteer frequents).

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- **Act Responsibly and Ethically.** When participating in online communities, volunteers should be cognizant of the scope of their responsibility and should take extreme care NOT to imply they have decision-making authority that rests with the SRCA Board of Directors, an SRCA committee, association staff, or SRCA member electoral vote.
- **Honor the Differences of All Living in Our Community.** SRCA does NOT tolerate discrimination of any kind, such as: age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, marital status (or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances), etc.
- **Include Disclaimers.** If a volunteer comments in any social media forum on a topic specifically related to the SRCA, and if he/she chooses in conjunction to also express a political opinion or an opinion that could pose an actual or potential conflict of interest with SRCA, the volunteer must include a disclaimer. The volunteer should specifically state that the opinion expressed is his/her opinion and not the position of the SRCA, staff, or other volunteers.
- **Correct Misinformation.** If another social media user posts a non-inflammatory comment related to the SRCA but presents incorrect facts, an SRCA volunteer may choose to reply to clarify the fact. However, as noted above, whenever possible the volunteer should link to published information provided in official SRCA communication channels to do so. Volunteers should avoid protracted back-and-forth exchanges with other commenters which become less constructive with each round of posts.
- **Protect Others.** Volunteers should NOT engage at all with users who post inflammatory comments in relation to the SRCA, such as comments which include name-calling; comments which refer to other SRCA residents, volunteers or staff by name or other identifier (such as a license plate number); or comments which include abusive, bigoted, obscene, or racist, language. In such cases, volunteers are encouraged to report those comments to the moderator of the social media forum and to also alert SRCA staff in case any protective measures on behalf of individual residents, volunteers or staff need to be taken.
- **Correct Yourself.** If a volunteer posts factually erroneous information related to SRCA in a social media post, the volunteer should correct it transparently as erroneous on that social media forum as soon as possible.

### Information Volunteers Should Never Disclose

When interacting on social media in channels related to SRCA areas of oversight, volunteers should NOT disclose:

- **The Numbers.** This includes operational information, strategies, forecasts, and any financial figures which are not published in official SRCA communication channels.
- **Personal Information.** Volunteers must never share private or personal/lifestyle information or opinions about other SRCA residents, volunteers or staff on social media.

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- **Legal Information.** Volunteers must never post anything to do with a legal issue, legal case, or SRCA attorneys.
- **Creative content that belongs to someone else.** Volunteers should post only their own creations, not the creations of others (including non-published as well as copyrighted or trademarked publications, music, logos, artwork, etc.).
- **Confidential Information.** Volunteers must never publish, post, or release confidential SRCA information, including details about another resident's private SRCA account or property or information disclosed in a committee meeting or Executive Session.

Simply put, volunteers should not post any information related to SRCA unless it falls in at least one of the following categories:

- They have been instructed to post that information by the SRCA Board of Directors.
- They feel confident that their post will support constructive communication related to SRCA among residents and/or with the general public at large.

### ACCOUNTABILITY

- The President of the Board of Directors is responsible for conveying the policies and procedures to all members of the Board and ensuring compliance with those policies.
- The SRCA Board of Directors is responsible and accountable for communicating the social media policy to all SRCA committee volunteers.
- The SRCA Board of Directors is responsible for deciding when any volunteer has violated the Social Media Interaction Policy and determining the appropriate course of action.

REVISION	DATE	CHANGES
0	5/15/2018	Original draft
0.1	3/21/2019	Draft based on original with changes throughout to simply/clarify the original intent [based on discussion within the Communication Committee]
1	5/23/2019	Final Board of Directors approved at the May 23, 2019 Board Meeting.