

Avenel Community Association, Inc. ("Association")
Policy Resolution
Social Media

WHEREAS, Article VII, Section One, of the Avenel Community Association Bylaws assigns the Board of Directors (Board) the power to "adopt and publish rules governing the use of Common Area and improvements thereto, and the personal conduct of the Members and Vacant Lot Owners and their invitees thereon; adopt and publish procedures for the enforcement of the Association's Declaration, Architectural Guidelines, Protective Land Use Standards and Rules and Regulations, including the levying of fines, collectible in the same manner as assessments, for the infraction thereof; and adopt such other resolutions or procedures as may be appropriate for the operations of the Association and the performance of the Board of Directors' powers and duties and to establish remedied for the infraction thereof," and further states that the Board of Directors shall have the power to "exercise for the Association all powers, duties and authority vested in or delegated to this Association and not reserved to the membership by other provisions of these Bylaws, the Articles of Incorporation or the Declaration;" and

WHEREAS, the Board recognizes the advantages of using social media in communicating certain information to the membership and has determined that limited use of select social media accounts provides a benefit to the community; and

WHEREAS, social media is defined as forms of electronic communication, including but not limited to, websites, Facebook, Instagram, YouTube, and other similar platforms created to share information, photographs, videos, and other information; and

WHEREAS the Board views social media as an effective tool in promoting the community to the general public; and

WHEREAS the Board also recognizes the benefit of utilizing social media to share certain facts, information, and announcements relating to community social events, activities, and other limited uses; and

WHEREAS the Board acknowledges that navigating social media platforms can also create complex challenges and as such, has determined that it is in the best interest of the community to adopt guidelines that govern the Association's use of social media including, without limitation, the purpose for which social media is used, the authorized staff who may post to the Association's social media platforms, the nature of the content and information to be posted on the Association's various social media platforms, and restrictions on such content and information.

NOW THEREFORE, be it resolved that the Board of Directors hereby adopts the following standards and guidelines governing the use of the Association's social media platforms:

- The General Manager is appointed by the Board of Directors as the person primarily responsible for monitoring the Association's social media content. The General Manager is authorized to designate staff to post on the Association's social media platforms, as appropriate and within the confines of this policy.
- All of the Association's social media accounts will be closed to public comments, to the greatest extent possible, and all postings shall be made by and on behalf of the Association.
- Postings to the Association's social media platforms, other than the Association's website, will be limited to announcements relating to community events, information, and activities related to the community for promotional, social, and similar informational purposes, weather alerts, including closings that may impact community residents, lost pet notices, photographs and videos of community activities and events, photographs and videos of the community, its homes, and common areas, recognition of authorized sponsors, and individuals present at community functions or using community common areas and amenities. Social media platforms will not be utilized for the following:
 - Disclosure of any personally identifying information beyond a first name about any person who appears to be under the age of 18.
 - To announce or promote events sponsored or held by community residents and/or Association members that are not sponsored by the Association.
 - Solicitation or promotion of services, products, or political organizations.
 - Use of copyrighted material or trademarks without the express permission of the owner.
 - Notices or other communications of the Association's official business matters.
- Official business matters:
 - With the exception of the Association's website, social media platforms shall not be utilized for notices or other communications of the Association's official business matters.
 - The Association's website may be used for communications and notices of the Association's official business matters.
- Photographs and videos taken at Avenel events, of individuals using Association common areas and amenities, and of homes and common areas within the Avenel community may be posted on any of the Association's social media platforms. To the extent possible, a notice shall be included on the social media platform substantially similar to the following: "Attendees/Participants of any Avenel

Community Association (Avenel) event or users of any Avenel Common Area and amenities may be photographed or videotaped. Photographs and videos taken at such Avenel events or of the Avenel Common Area properties and amenities may appear on the Avenel website, on Avenel social media accounts, or in other publications of Avenel.”

- The Board of Directors maintains the right, with or without prior notice, to restrict, suspend, or terminate access to all or any part of the social media by any individual, to delete, remove, or hide posts and comments that are not consistent with this policy or other posted Terms of Use, and to eliminate some or all of the social platforms utilized by the Association.
- Avenel employees authorized to post to any of the Association’s social media platforms shall comply with this policy at all times. Avenel employees may not re-post anything from the Association’s social media accounts or post anything regarding Avenel to personal social media accounts without prior approval of the Board of Directors or the General Manager.
- The Board of Directors may, from time to time and subject to its approval, determine that communication via social media platforms, and/or websites created for a specific purpose, serves the best interests of the community and may be an effective and practical tool to disseminate information which relates to or may affect the community to the community at large. In these instances, unless otherwise directed, the Board of Directors authorizes the General Manager to review and approve the content. The General Manager may delegate social media posts to staff and/or an Association Committee Member, subject to the General Manager’s review and approval, and subject further to any parameters set by the Board of Directors.
- The Board of Directors may update this policy periodically at its sole discretion.

Adopted by the Board of Directors on March 19, 2019
Revised July 23, 2024
