

ELDORADO

at Santa Fe

1 La Hacienda Loop
Santa Fe, New Mexico 87508
Office: (505) 466-4248

Eldorado Community Improvement Association, Inc. Social Media and Social Networking Policy

Pursuant to the Governing Documents of the Association, the following Social Media and Social Networking Policy ("Policy") is hereby adopted by the undersigned, all being directors of the Eldorado Community Improvement Association, Inc. (the "Association").

SUBJECT: Adoption of a social media policy.

PURPOSE: To establish a policy to be followed that sets behavioral guidelines, standards, and expectations with respect to the use of Association-sponsored social media.

AUTHORITY: The Declaration, Bylaws, and Articles of Incorporation of the Association and New Mexico Law.

EFFECTIVE DATE: July 18, 2023

WHEREAS, the Board has determined the Association may benefit by utilizing social media such as Facebook, Twitter, LinkedIn, Pinterest, YouTube, email and other similar media platforms for the purpose of providing information concerning community events, meetings, governance, discussions, forums, community advertisement and promotion, and other related and similar information;

WHEREAS, social media is defined as media intended to be distributed and disseminated through social interaction, created using highly scalable and accessible publishing techniques;

WHEREAS, social media is an influential and powerful communication tool that may have a significant impact on the Eldorado Community Improvement Association, Inc., both positive as well as negative if not properly utilized;

WHEREAS, the Board of Directors has determined it is in the best interest of the Association to adopt guidelines, expectations, policies, and rules for using any social media sponsored by the Association in order to protect the Association's and individual homeowners' reputations;

NOW, THEREFORE, the Board of Directors of Eldorado Community Improvement Association, Inc. adopts the following Social Media Policy:

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Fundamental and Core Responsibility

1. The General Manager, and their designee, the Director of Communications, shall be responsible for all social media content subject to review and revision by the Board of Directors.
2. The Director of Communications is responsible for monitoring all posts and social media content as well as generating community-related content. The Director of Communications will view all posts at least once each weekday and periodically check on weekends.
3. Those who perform the enforcement duties themselves, must have the knowledge necessary in the use of relevant social media tools to ensure consistency, quality, and treatment of posts.
4. The Director of Communications shall be the only party authorized to create new pages, groups, feeds, etc. on the Association's social sites and networks, subject to review and revision by the Board of Directors.
5. The Director of Communications shall report at the monthly Board Meetings concerning the status of the social media sites. They shall also coordinate with the Board concerning postings and information to be broadcast via the Association social media networks.

Use of Social Media by Association Members

1. This policy applies to all internet activity by Association Board members, committee members, volunteers, community managers and management staff, agents and employees of the Association (collectively referred to as Association "Board, Volunteers and Staff"). It included a non-exhaustive list of the Association's expectations related to Board, Volunteer and Staff use of any kind of social media.
2. Association Board, Volunteers and staff are accountable for what they post and responsible for any online activity conducted with an Association email address, and/or which can be traced back to the Association's domain, and/or which uses Association computers or other technology assets. Therefore, Board, Volunteers and Staff are expected to use the same sound judgment used in any business-related communication when interacting online or on behalf of the Association.
3. The @eldoradosf.org address attached to Association Board, Volunteers and Staff implies action on the Association's behalf. When using an Association email address or Association assets to engage in any social media or professional social networking activity, all actions are public, and all Association Board, Volunteers and Staff will be held fully responsible for any and all such public activities.

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4. Association Board, Volunteers and Staff must differentiate personal and Association identities. If not working, or not using Association email address or Association social media accounts or assets.
5. Association members in good standing may post comments and information in relation to the pages, groups, feeds, and other information created by the Board of Directors (or its Designees), the General Manager, and the Director of Communications.
6. Posts containing any of the following items are prohibited and are a violation of this Social Media Policy:
 - Trolling: Posts with the intent to provoke, instigate conflict, hostility, or arguments
 - Vulgar and crude language
 - Personal attacks, or disrespect, of any kind against any person
 - Comments or content that promotes, supports, or perpetuates discrimination
 - Spam or links to other sites (e.g. promoting your own product or service)
 - Infringements on copyrights or trademarks
 - Advocating and promoting illegal activity
 - Promotes products, services, or political organizations
 - Inappropriate images such as – but not limited to – pornography
 - Personally identifiable and distinguishable medical information
 - Material or information that may compromise the security, safety, or proceedings of any legal action relating to the Association

The Association reserves the right to remove any content which the Director of Communications, in its sole discretion, deems harmful or inappropriate to the Association or any individual subject to review and revision by the Board of Directors.

Content Management

Any posts in violation of this Social Media Policy may be deleted and removed by the Director of Communications. Subject to review and revision by the Board of Directors.

In the event any content is found to violate this Policy, the person posting such content will be subject to appropriate enforcement action in accordance with the Association's Enforcement Policy, which may include a violation notice and opportunity for hearing, temporary or permanent suspension of the rights to participate in the Association's social media site(s), or legal action.

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Amendment

This Social Media Policy may be amended, supplemented, or repealed from time to time by the Board of Directors.

PRESIDENT'S CERTIFICATION:

The undersigned, being the President of the Association, certifies that the foregoing Resolution was adopted by the Board of Directors of the Association on July 18, 2023 and in witness thereof, the undersigned has subscribed his/her name.

By:

DocuSigned by:
Amelia Adair
DCBF7B011432423...

President

Print Name: Amelia Adair