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ELDORADO COMMUNITY IMPROVEMENT ASSOCIATION, INC.

TITLE: Editorial Policy

DATE OF PROCEDURE APPROVAL: January 16, 2024

PURPOSE: In accordance with the Association's Governing Documents and the July 18, 2023, Social Media Policy, October 17, 2023 Political Endorsement Policy, the following Editorial Policy provides direction to the ECIA Board of Directors, Committees, Association Members and Management Staff to protect the best interest of the Association, ensure consistency, and provide a standard methodology of communications via the Association's website, newsletter, eBlast, and social media platform.

JUSTIFICATION: It is the vision of the ECIA Board of Directors to promote the welfare of community residents through diverse perspectives and by providing a welcoming environment with quality service, responsive to members' needs. The *Vistas Style Guide*, revised March 2022, is the sole process developed to provide standardized procedure and guidance on an ECIA communications source. As the community evolves in its methods of sending and receiving information, it is necessary to ensure parameters are established to align ECIA communication sources for best-practice and to encourage the welfare of members.

DEFINITIONS:

Members in Good Standing (MIGS): Members of the Association who are current on their annual assessment dues and have no outstanding violations.

PROCEDURES:

1. *Roles and Responsibilities*

Board of Directors

- Provide general oversight of Association content published by Management Staff.
- Ensure one Board Member completes a monthly review of their respective website page for content and accuracy.
- Provide guidance, if necessary, on content that may conflict with the current governing documents and policies.
- Ensure Board communications are in line with the current Agreement to Serve and the Association Bylaws.
- Directors will not represent themselves on social media as spokespersons of the Association and its Members unless authorized by a majority of the Board.

Committee Members

- Provide Management Staff with thorough content to be published in a timely manner.
- One member of each ECIA committee completes a monthly review of their respective website page for content and accuracy.
- Ensure communications are in line with their respective committee charter.

Management Staff

- Establish and oversee the daily processes of all ECIA communications.
- Discretion to disable or remove content that is in violation of the governing policies.
- Publish requested content in accordance with ECIA's Bylaws and Committee Charters.
- Perform weekly content audits, assess content strategies, content publishing, content writing and creation, and performance monitoring and reporting.

MIGS

- Review and commit to related policies and procedures.
- Follow content and deadline constraints.
- Understand publication of non-ECIA announcements may be limited.

2. Approved Content**Website**

- ECIA business: Association governing documents and budgets, Board and Committee information, contact information, news, meetings, events, resources, amenities, forms, applications, and waivers
- Non-ECIA affiliated resources: Bus Schedule, Common Weeds, Eldorado Neighborhood Watch, Eldorado Neighbors Helping Neighbors, Fire and Emergency Preparedness, Land Use Code, Recycling Tips, Snake Relocation Service, Xeriscape and Non-Native Vegetation, Power Outage Tips, Utilities, and Trash Services
- Calendar includes all recurring room reservations for ECIA Board and Committee meetings, non-ECIA social groups, ECIA events, and room reservations

e-Briefs (“eBlasts”)

- Board, Committee, and Association information, updates, and reminders
- Amenity information and updates
- ECIA meetings and events
- New social groups that meet at the Community Center, or changes to a current social group schedule or location
- Non-commercial Eldorado area events and information (i.e., fundraisers) which may be limited in frequency and duration of publishing
- Tree Samaritans and other volunteer work that may affect the community
- Utility updates, if provided to office staff
- Property damage/suspicious activity on ECIA common property
- Lost pets or items

Vistas Newsletter

- ECIA Board and Committee information, meetings, and reminders
- ECIA and non-commercial community events
- Non-profit group information that may be pertinent to the community (i.e., Eldorado Neighbors Helping Neighbors, Greater Eldorado Neighborhood Watch, and 285/Recycles)
- Informational articles
- Social groups that meet at the Community Center
- From the March 2022 revision of the *Vistas* Style Guide:

“*Vistas* does not print opinions or arguments as individual articles. However, verified facts about any topic are always valid, when the purpose is to increase understanding rather than to change beliefs, sway judgment, or belittle an individual or group of people. That is not to say that you should hide facts that may be uncomfortable if they are necessary for understanding. Remain calm, objective, fair and kind in the way you say it. Direct personal attacks and coarse language have no place in any respectable publication.”

Marquees

- ECIA meetings and events
- ECIA reminders and deadlines
- Non-commercial or non-profit community events

Social Media

- ECIA meetings and events
- Amenity updates
- Community events
- Community notices
- Lost pets or items
- ECIA Members-only group forums for the purpose of factual Association information gathering

3. Deadlines

- **eBlasts**
 - Non-recurring content must be provided to the Director of Communications **twenty-four (24) hours** in advance unless the content is pressing.
 - Please see “Meeting Notices” for recurring eBlast content.
 - Daily eBlasts will be sent no later than **12 PM**.
- **Vistas Articles**
 - Articles and calendar changes must be sent to the Director of Communications no later than the **5th of the month** preceding the month of publication unless prior arrangements have been made.
 - Final proof must be sent to the printer no less than **five (5) days** prior to the last day of the month.
- **Marquee Requests**
 - **Two (2) weeks** prior to the date of posting.
- **Facebook Posts**
 - Non-recurring content must be provided to the Director of Communications **twenty-four (24) hours** in advance unless the content is pressing.
- **Meeting Notices**
 - If in-person Regular, Organizational, and Special Meetings of Directors are available, a **forty-eight (48) hour** notice is required.
 - Executive Session notice with a brief description of what will be discussed will be provided **forty-eight (48) hours** in advance.

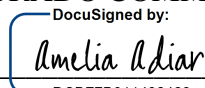
- An Annual Meeting notice will be sent to Members no less than **ten (10) days and no more than fifty (50) days** prior to the scheduled meeting.
- Committee meeting notices will be provided to Members **forty-eight (48) hours** in advance.
- **Meeting Minutes**
 - Draft minutes of Regular, Organizational, and Special Board Meetings will be posted as soon as possible, but no later than **five (5) business days** following the meeting, or before the following month's newsletter is mailed to Members.
 - Draft Annual meeting minutes will be posted no later than **twenty-four (24) hours** following Board approval.
 - Draft Committee meeting minutes will be posted by the date indicated in their respective Charter.

GENERAL

1. This policy shall replace and supersede all previous policies, rules, and regulations regarding the subject matter of this policy. The Bylaws and other governing documents of the Association control if they conflict with any provision of this policy.
2. The Board of Directors may amend this policy in the same way it makes any other policy. It may also vote to temporarily suspend any provisions of this policy if necessary for the best interest of the Association.
3. In the event that a court of competent jurisdiction finds any portion of this policy void or otherwise unenforceable, the other provisions shall remain in full force and effect.

The undersigned hereby certifies that the foregoing policy was adopted and made a part of the minutes of the meeting of the Board of Directors of the Association conducted on the 16th day of January, 2024.

BOARD OF DIRECTORS OF THE
ELDORADO COMMUNITY IMPROVEMENT ASSOCIATION

By:  _____
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