



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

---

## ELDORADO COMMUNITY IMPROVEMENT ASSOCIATION, INC.

**TITLE:** Facebook Procedures

**DATE OF APPROVAL:** January 16, 2024

**PURPOSE:** To ensure all ECIA related communications reach a broad range of Members in a timely and purposeful manner.

**JUSTIFICATION:** Members utilize various forms of internet technology to receive communication. ECIA utilizes platforms such as the website, e-briefs, newsletter, and marquees. Despite the use of the above-mentioned platforms, Members continue to express the need for an additional communications avenue. A popular social media platform to reach a large audience is Facebook. Many individuals of widespread ages use Facebook and can benefit from this additional source of communications. This policy will support factual and informative Association communication and mitigate the dissemination of inaccurate, biased, or inappropriate information.

**SCOPE:** The procedures align with the guidelines established by ECIA's Governing Documents, Social Media Policy, Political Endorsement Policy, and proposed Editorial Policy. The procedures distinguish roles and responsibilities and established approved content for the Board of Directors, Committee Members, Association Members in Good Standing (MIGS), and Management Staff.

### DEFINITIONS:

*Facebook Page:* A place for businesses, organizations, non-profits, brands, and public figures to connect with fans, members, or customers.

*Facebook Group:* A place to communicate about shared interests with certain people with the ability to customize privacy settings.

- ECIA Facebook group discussions are not intended as a public forum. The group forums are for ECIA Members only for the purpose of factual community information gathering and require verification of address and agreement to the group rules.
- Membership questions:
  1. What is your ECIA address?
  2. What year did you move to ECIA?
  3. Do you agree to abide by ECIA's Social Media Policy and Facebook Procedures?
  4. Do you agree to follow the group rules? (See Procedures, number 3. Content Management)

### PROCEDURES:

#### 1. *Roles and Responsibilities*

##### **Board of Directors and Committee Members**

- Provide general oversight of published content by management staff.
- Provide guidance, if necessary, on comments, posts and disputes that may be in violation of ECIA's governing documents and established policies.

- Refrain from discussion of board and committee actions.
- Explicitly indicate personal opinions are not that of the board or committee.

### **Management Staff**

- The Director of Communications provides content management of the ECIA Facebook page and groups, and
  - Ensures their mobile and desktop settings are activated to receive Facebook alerts.
  - Reviews content of the alert notification within one hour during regular business hours, when feasible, to ensure the post or comment content meets the parameters of the Social Media Policy.
- Perform weekly audits to assess and provide reports on published content, engagement, monitoring performance, content writing and creation, and strategies for improvement.
- Post content of daily eBlasts to the Facebook page.
- Accept post and group requests and if approved, post the content in a timely manner.

### **MIGS**

- Engage in fact-driven, educational discussions via comments and “reactions” in an ECIA Facebook group, while maintaining adherence to the Social Media Policy.
- Request a Facebook group for discussion be created on behalf of their community interest (i.e., Pickleball, Pool, Gardens and Landscapes, Community Resources, and General Association Information).
- Understand discussions will be closed or content will be removed without notice if the subject is not in compliance with the governing policies of ECIA.
- Agree to respectfully remind each other of the stated Community Guidelines in the event a discussion is not in compliance.
- Alert management staff of issues that arise that may impede the welfare of the community.

### **2. Process to Request Facebook Post or Group**

- Board and committee members may request a Facebook post or group at any time, given the content is of ECIA business or important community information.
- Submit meeting information to staff 72 hours in advance to meet the 48-notice deadline.
- Members may request a Facebook post such as a lost pet or item, a new social group or changes to an existing group at the Community Center, and non-commercial community events. Publication of non-ECIA announcements may be limited.
- Submit Facebook post requests to the Director of Communications in a timely manner, when feasible.

**\*Unless a free informational meeting is open for all Members at the Community Center, no for-profit or commercial posts will be approved.**

### **3. Content Management**

- Board of Directors, Committee Members, MIGS, and Management Staff will follow the parameters outlined in the Social Media Policy. The following content will not be tolerated:
  - 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 (i.e., promoting your own product or service)
  - Infringements on copyrights or trademarks
  - Advocating and promoting illegal activity
  - Promoting 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
- In the event any Facebook content is found to violate these Procedures, the ECIA’s Social Media Policy, or the Editorial Policy, the post will be taken down and the person posting such content will be subject to appropriate enforcement of action in accordance with the Association’s Enforcement Policy, which may include a violation notice and an opportunity for a hearing with the Board, temporary or permanent suspension of the rights to participate in the Association’s social media site(s), or legal action by the Association.

**LIMITATIONS:**

Monitoring the ECIA Facebook page will not be feasible during the overnight hours. Depending on Member engagement on the Facebook page, the Staff’s role may become cumbersome, and reassignment of duties may be necessary.

**GENERAL**

1. This policy shall replace and supersede all previous policies, rules, and regulations regarding the subject matter of this policy. The governing documents of the Association control if they conflict with any provision of this policy.
2. The Board 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 \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

BOARD OF DIRECTORS OF THE  
ELDORADO COMMUNITY IMPROVEMENT ASSOCIATION

DocuSigned by:  
By: Amelia Adjar  
DCBF7B011432423...