

# **Penn Estates Property Owners Association**

**POLICY RESOLUTION:**      **SOCIAL MEDIA POLICY**  
**SUBJECT:**                      **Board Member Social Media Policy**  
**DATE APPROVED:**

**NO:**                      **A-009**  
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**Purpose:** The Board of Directors of Penn Estates Property Owners Association ("PEPOA" or "Association") has adopted the following Social Media Policy for Directors of the PEPOA ("Directors" or "Board Members"). This Policy is intended to establish a set of rules and guidelines for all "online social media," (which includes, without limitation, email, social networking, blogs, bulletin boards, and so on), and that are adaptable to the changes in technology and norms of online communication and behavior. Each Director must comply with the letter and spirit of this Code.

It is understood that no code or policy can anticipate every situation that may arise. Accordingly, this Code is intended to serve as a source of guiding principles. Board Members are encouraged to bring questions about particular circumstances that may implicate one or more of the provisions of this Policy to the attention of the President and Community Manager, who may consult with legal counsel as appropriate.

## **1. General Standards.**

Publication and commentary via social media channels carry similar obligations to other PEPOA publications or commentary. All uses of social media must follow the same ethical standards that Board Members follow in their face-to-face Board practices. Board Members must consider and abide by, among other items, the Bylaws, Board Code of Conduct, Confidentiality Policy and Conflict of Interest Policy when communicating on social media.

There are topics that Board Members are not permitted to write about in any format, including social media. Speaking as a PEPOA representative, individuals should not endorse or oppose a product or company or call for a boycott of a product or company. In addition, individuals speaking as a PEPOA representative may not endorse or oppose any federal, state or local candidate running for political office.

The Association's name may not be used in social media identities, logon ID's and user names without prior approval from the Board of Directors.

## **2. Duties.**

When using social media, Directors must:

- (a) Be careful and precise when discussing the Association on social media. If a Director mentions the Association on social media, or it is reasonably clear that a Director is referring to the Association or his/her position as a Director, the Director must expressly disclaim that the opinion expressed is his/her personal opinion and not the Association's position. Directors may not use their official titles or create an impression that they are speaking on behalf of the Board or the Association.
- (b) Use their real names when discussing the Association and may not post anonymously, use pseudonyms or false screen names.
- (c) Avoid social media arguments and debates and alert the President and Community Manager if they become aware of a misrepresentation made about PEPOA in social media. If a Director is accused by anyone of posting something improperly, he/she must promptly inform the President and Community Manager of the situation, who will determine best next steps and to quickly resolve the situation.
- (d) Be truthful and responsible. Directors are personally responsible for the material they post. All statements regarding the Association must be true and not misleading.
- (e) Carefully consider content, keeping in mind that posts will be widely accessible for a long time and, in some cases, indefinitely. Directors must protect their privacy and the privacy of the Association and its members.
- (f) Limit Board related posts to sharing information about the work of the Board, news and announcements from the Board, etc. Personal opinions about individual Board members, specific Board decisions, etc. are not permissible. Once the Board has taken action on a particular issue, the Board speaks with one voice--even if a particular Board member's vote on an issue was a dissenting opinion. Directors may not actively seek to sabotage a decision of the Board. While differences among Board members must be respected and encouraged, once a vote is taken those who dissented must accept the decision and support its implementation.
- (g) Adhere to the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including PEPOA's own trademarks, logos, copyrights and brands.
- (h) Not disclose personal information about another individual or use the Association's confidential or proprietary information in any form of online social media. All association rules regarding confidential personal and business information, including HIPAA, apply in full to online social media, such as blogs or social networking sites. For example, any information

that cannot be disclosed through a conversation, a note, a letter or an e-mail also cannot be disclosed online. Sharing this type of information, even unintentionally, can potentially result in harm to the individual, harm to the Association, and ultimately you and/or the Association being sued by an individual, other businesses or the government.

(i) Not publish, post, or release information that is considered confidential without prior Board authorization.

(j) Not use defamatory, abusive, threatening, offensive or obscene language, or post illegal material.

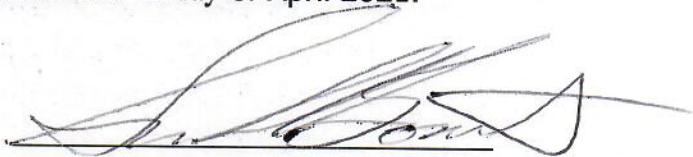
### **3. No Expectation of Privacy While Using Association Systems.**

The Association may access and monitor its Information Systems and obtain the communications within the systems, including email, Internet usage, and the like, with or without notice to users of the system, in the ordinary course of business when we deem it appropriate to do so. As such, when using such systems, Directors should have no expectation of privacy with regard to time, frequency, content or other aspect of use, including the websites visited and other Internet/Intranet activity. The reasons the Association accesses and monitors these systems include, but are not limited to: maintaining the system; preventing or investigating allegations of system abuse or misuse; assuring compliance with software copyright laws; and complying with legal and regulatory requirements.

Adopted by resolution of the Association's Directors on this 2 day of April 2021.



Christine Morton, Secretary



Sandra Bonet, President