



Anthem Country Club Community Association (ACCCA)

Social Media Policy

(Formerly Media Response Policy)

Adopted: June 18, 2012

Revised: November 13, 2018

POLICY

This policy provides guidance for employee, committee member, and board member use of social media within the Anthem Country Club Community Association (the "ACCCA"), which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chatrooms, electronic newsletters, online forums, social networking sites, dating sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

This policy is hereby incorporated into and a part of the Board of Directors and Committee Member Code of Conduct revised July 23, 2015.

PROCEDURES

The following procedures apply to professional use of social media on behalf of the ACCCA as well as personal use of social media when referencing the ACCCA.

- Employees/board members/committee members need to know and adhere to the ACCCA's policies when using social media in reference to the ACCCA.
- Employees/board members/committee members should be aware of the effect their actions may have on their images, as well as the ACCCA's image. The information that employees/board members/committee members post or publish on social media may become public information for a long time.
- Employees/board members/committee members should be aware that the ACCCA may observe content and information made available by employees/board members through social media. Employees/board members/committee members should use their best judgment to avoid posting material that is inappropriate or harmful to the ACCCA, its employees, its members, its members' guests, or its vendors.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are obscene, defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment or that may disparage members, guests, invitees, vendors, or co-workers within the ACCCA.
- Employees/board members/committee members are not to publish, post or release any information that is considered privileged, confidential or not for the general public. If there are questions about what is considered confidential, employees/board members should check with the ACCCA's manager.

- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees/board members/committee members should refer these inquiries to the ACCCA's manager.
- If employees/board members/committee members encounter a situation while using social media that threatens to become antagonistic, they must disengage from the dialogue.
- Employees/board members/committee members must obtain permission before referring to or posting images of or about the ACCCA or its name, current or former employees, members, vendors or suppliers. Additionally, employees/board members/committee members must obtain the appropriate permission to use a third party's image, copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- It is highly recommended that employees/board members/committee members keep the ACCCA's related social media accounts separate from personal accounts, if possible.