

Pinecrest POA Policy Regarding Use of Social Media

Section A

While it is understood that any Association member has a right to communicate via whatever means they deem necessary, the Association must limit how Board members and Committee members disseminate official Board or Association business. Unfortunately, court filings of actions against board members (and associations in general) because of posts on Facebook and other similar blog and social sites are starting to surface. Many of these postings have been shown to be detrimental to the Association and all members, because they are often viewed as the official policy of the Association. Most postings on social sites result in what are personal statements and/or reflect the opinion of the individual making the post. When a Board member or Committee member makes statements on a social media site, it can be perceived as an official statement because of the individual's position as a Board or Committee member. These are often the views of a few rather than the whole of the membership of the Association or the Board of Directors.

As a result of these developments and because of today's privacy laws, regulations and other statutes, the Board of Directors has adopted the following policy:

The Board recognizes that Association business information is discussed at Board meetings and other appropriate times. Association business information consists of, but is not limited to:

- Board meeting minutes
- financial statements
- contractual information between the Association and any of its vendors
- personal information about any homeowner, Committee member or Board member
- any other item that may be discussed in a Board meeting or working Board meeting, and any Executive Sessions of the Board.

Any documents required by law to be shared with homeowners and/or for which access is provided in accordance with the S. C. Non-Profit Code, specifically including the access to corporate records provisions of same, will be disseminated through the management company and/or the official website and/or provided to such owners requesting same by the management company.

Section B

If engaging with any unofficial Pinecrest labeled social media and electronic communications, you (as a Board Member or Committee Member) have agreed to comply with the following conduct standards set forth in this Social Media Policy (including posts, likes and shares) Posts containing any of the following items are considered inappropriate and will be deemed a violation of this policy and subject to consequences.

- Discrimination based on a person's race, religion, gender, color, national origin, age, sexual orientation, marital status, or disability
- Sexual content or links to sexual content
- Offensive, defamatory, violent or profane comments
- Deliberate disrespectful comments or conduct meant to abuse, harass, threaten, or intimidate
- Confidential Information that may compromise the safety, security, and/or legal action pertaining to the Association
- Posts that contradict POA policy or an opinion that contradicts POA policy
- Posting as fact unsubstantiated POA information
- Comments related to the subject matter that the Board has discussed and deemed inappropriate for social media

No Board decisions or board related matters shall be posted without the majority consent of the Board members.

Section C

If a board or committee member violates any of these POA social media rules, the POA board, by majority vote, reserves the right to do one or all the following:

- Ask the offending member to delete the post or comment in question
- Communicate with the offending member the inappropriate behavior including a reminder of their agreement to adhere to the Social Media Policy and encourage them not to repeat the offense.
- If behavior continues, further consequences may be enacted. Including for committee members to be asked to resign or be removed from the committee.

The administration of any unofficial Pinecrest related webpage or social media site will not be performed by a sitting member of the Board of Directors.

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