



SOCIAL MEDIA POLICY

PURPOSE

Sharyland Residential Community Property Owners Association, Inc. (SRCPOA) recognizes the role of social media in helping neighbors in our community connect with one another. SRCPOA also recognizes the right of its appointed volunteers to interact on social media platforms. This policy provides guidelines to ensure that the volunteers do not misrepresent SRCPOA or post misleading information regarding decisions made by staff or other volunteers in the conduct of community business. Further, this policy seeks to protect SRCPOA and its volunteers from posts that may be inflammatory, derogatory, misleading, libelous or a breach of confidential information.

Volunteer Social Media Behavior Supported by SRCPOA

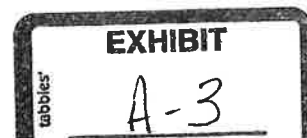
Resident volunteers can play an important role in sharing community-related information on social media channels. SRCPOA reminds all volunteers that comments and posts on social media platforms (e.g. blog, web page, chats, networking site) are received instantaneously by other users and can be misunderstood, misconstrued, and/or ignite public online conversations, just as quickly. Volunteers should use their best judgment. If they feel the need to comment, they are highly encouraged to do so by referring other users on social media platform to contact staff at the SRCPOA office directly.

Example Text:

The (name social media platform/online group) is not an official communication channel managed by the Sharyland Residential Community Property Owners Association (SRCPOA). To ensure you receive correct information, please direct SRCPOA related inquiries and concerns to the staff at the association office. You can submit a question via the website at www.sharylandhoa.org, email or call. Sharyland@cmamanagement.com or 956-584-2827 or visit the onsite office in person at 3500 Los Milagros, Mission TX 78572. Normal business hours are M-F 830am – 500pm (excluding holidays).

If a volunteer is not specifically authorized by the SRCPOA Board of Directors to speak on behalf of the SRCPOA, and if he/she chooses to post or comment regarding SRCPOA on social media in any way other than above, the SRCPOA asks those volunteers to:

- **Focus on Facts.** Do enough research on the topic to be able to provide quotes from and/or links to public information published through official SRCPOA communication channels (i.e. www.sharylandhoa.org or SRCPOA e-mail blasts). If an opinion is the best response, a volunteer must state that the views expressed are opinion and that they are his/her own.



- **Protect themselves.** As in all online and social media activities, volunteers must be careful about what personal information they share online. Volunteers are highly encouraged NOT to post any of their own personal information (address, phone number, locations the volunteer frequents).
- **Acts Responsibly and Ethically.** When participating in online communities, volunteers should be cognizant of the scope of their responsibility and should take extreme care NOT to imply they have decision-making authority that rests with the SRCPOA Board of Directors, an SRCPOA committee, association staff, or SRCPOA member electoral vote.
- **Honor the Differences of All Living in Our Community.** SRCPOA does NOT tolerate discrimination of any kind, such as age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, language spoken, marital status (or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances), etc.
- **Include Disclaimers.** If a volunteer comments in any social media forum on a topic specifically related to SRCPOA, and if he/she chooses in conjunction to also express a political opinion or an opinion that could pose an actual or potential conflict of interest with SRCPOA, the volunteer must include a disclaimer. The volunteer should specifically state that the opinion expressed is his/her opinion and not the position of the SRCPOA Board of Directors, staff, or other volunteers.
- **Correct Misinformation.** If another social media user posts a non-inflammatory comment related to the SRCPOA but presents incorrect facts, and SRCPOA volunteer may choose to reply to clarify the fact. However, as noted above, whenever possible the volunteer should link to published information provided in official SRCPOA communication channels to do so. Volunteers should avoid protracted back and forth exchanges with other commenters which become less constructive with each round of posts.
- **Protect Others.** Volunteers should NOT engage at all with users who post inflammatory comments in relation to the SRCPOA, such as comments which include name-calling; comments which refer to other SRCPOA residents, volunteers or staff by name or other identifier (such as a license plate number); or comments which include abusive, bigoted, obscene, or racist, language. In such cases, volunteers are encouraged to report those comments to the moderator of the social media forum and to also alert SRCPOA staff, however, SRCPOA, and staff have no duty or obligation to respond or pursue any specific measures when notified about these comments.
- **Correct Yourself.** If a volunteer posts factually erroneous information related to SRCPOA in a social media post, the volunteer should correct it transparently as erroneous on that social media forum as soon as possible.

Information Volunteers Should Never Disclose

When interacting on social media channels related to SRCPOA areas of oversight, volunteers should NOT disclose:

- **The Numbers.** This includes operational information, strategies, forecasts, and any financial figures which are or published in official SRCPOA communication channels.
- **Personal Information.** Volunteers must never share private or personal/lifestyle information or opinions about other SRCPOA residents, volunteers or staff on social media.

- **Legal Information.** Volunteers must never post anything to do with a legal issue, legal case, or SRCPOA attorneys or otherwise attempt to offer advice on interpretation of an owner’s obligations under the governing documents or offer comments that may be confused as an official opinion or response from SRCPOA, the board, a committee or staff.
- **Creative content that belongs to someone else.** Volunteers should post only their own creations, not the creations of others (including non-published as well as copyrighted or trademarked publications, music, logos, artwork, etc.) unless the volunteer has the express permission of the owner of such work.
- **Confidential Information.** Volunteers must never publish, post, or release confidential SRCPOA information, including details about another resident’s private SRCPOA account or property or information disclosed in a committee meeting.
- **Solicitation or Promotion.** Volunteers should not use SRCPOA’s social media for the solicitation or promotion of services, products, or political organizations.

Simply put, volunteers should not post any information related to SRCPOA unless it falls into at least one of the following categories:

- They have been instructed to post the information by the SRCPOA Board of Directors.
- They feel confident that their post will support constructive communication related to SRCPOA among residents and/or with the general public at large.

ACCOUNTABILITY

- The President of SRCPOA is responsible for conveying the policies and procedures to all members of the SRCPOA committee and Board and ensuring compliance with those policies.
- The President of SRCPOA is responsible and accountable for communicating the social media policy to all SRCPOA committee and Board Volunteers.
- The President of SRCPOA is responsible for deciding when any volunteer has violated the Social Media Interaction Policy and determining the appropriate course of action, including the removal of postings and comments that are inconsistent with this policy and/or to restrict, suspend or terminate access to all or any part of SRCPOA’s social media accounts by any volunteer who has violated this policy.

Tano Carranza
Tano Carranza [Mar 14, 2025 10:31 CDT]

 President

03/14/2025

 Date