

NHE Social Media Policy

Approved by Board 12/05/2023

Preamble

Given recent difficulties caused by the use and control of social media in North Hill Estates/Lynwood Estates, especially Facebook, the North Hill Estates Civic Club Board of Directors feels that it is necessary to establish policy guidelines for the current and future boards.

The purpose of the NHE CC should be recalled. As stated on our bylaws:

[The association] shall be a non-profit organization for the purpose of enforcing the North Hill Estates... and Lynwood Estates Deed Restrictions, promoting civic pride, developing social welfare, and establishing public unity in the community, for obtaining needed improvements for the community, and for assisting in all economic, civic, and social enterprises or activities that are for the welfare of the community.

Policy Guidelines

1. This policy as currently adopted or amended applies to all NHE CC boards, current and future.
2. Social Media refers to any publicly accessible site, forum, or platform including but not limited to Facebook and the Association's website.
3. All websites affiliated with the NHE CC will be under the sole control (including administration and moderation) of the NHE CC Board of Directors. (Resolution passed by unanimous vote, 7 November 2023 BOD meeting.)
4. Any change in the Board will activate all changes necessary to comply with this policy. This specifically includes ownership of any CC sites or pages, as well as admin, editor, and moderator rights.
5. The NHE CC BOD will have a Social Media / Website committee consisting of at least the following: President, Vice President, and one other Director to be ratified by the BOD.
6. With respect to FB, the President shall have admin rights and the VP shall have moderator rights. Both the President and Vice President will have the password to the account that owns the CC Facebook page.
7. Any posts on FB representing the Board will be made by the CC Secretary and approved in advance by the Social Media committee.
8. Exercise of editor, admin, or moderator rights should be strictly in accordance with this policy and, in the case of Facebook, the rules for FB in general and the CC website in particular.
9. The Board shall adhere to the principle of "institutional neutrality," meaning that it will not take positions on current social or political issues, as this is outside of the purpose of the Association and would only serve to undermine the credibility of the Board.
10. Board members are requested to refrain from actively posting on the CC social media, except to answer questions or provide information directly relevant to the purpose of the Association (see #7 above).