

**RESOLUTION OF
BASELINE COMMUNITY ASSOCIATION
ADOPTING A SOCIAL MEDIA POLICY**

Effective, 11/7/2022, 20__, Baseline Community Association (the “Association”) hereby adopts the following procedures to be followed when using social media platforms, including, but not limited to Facebook, LinkedIn, Instagram, Twitter, or Nextdoor (collectively, “Social Media”):

1. Association Representatives. This Social Media Policy (the “Policy”) policy shall be applicable to the Association, Board members, Association employees, Association consultants, and the Association’s management company, if any (each an “Association Representative”). This Policy shall govern the use of Social Media by an Association Representative to share information online about the Association, as well as use of Association-sponsored Social Media.
2. Association Sponsored Social Media.
 - a. *Establishment.* The Association may establish one or more Social Media accounts/pages that is/are to be administered by the Association Manager or such other person as may be designated by the Board (the “Page Administrator”), and any of which Social Media accounts or pages may be suspended and/or deleted at any time at the sole discretion of the Board of Directors (the “Board”) of the Association.
 - b. *Postings.* Material containing any of the following shall not be posted on any Association Social Media account or page:
 - i. Profane, obscene or vulgar language;
 - ii. Personal verbal attacks or threats;
 - iii. Content that encourages, promotes, fosters or perpetuates discrimination on the basis of age, race, sex, color, creed, marital status, religion, national origin, disability, sexual orientation, gender identity, or any other characteristic protected by applicable laws;
 - iv. Solicitations for businesses or commercial enterprises or links to websites or pages, other than links to related to the Association (such as to the Association’s website, the Association’s management company’s website to direct users to information relevant to the Association);
 - v. Encouragement or endorsement of illegal activity;
 - vi. Commercial solicitations or advertisements;

- vii. Promotion or endorsement of political organizations, groups or candidates;
- viii. Personally identifiable medical information in violation of HIPAA laws;
- ix. Information that may compromise the safety or security of the public;
- x. Information that may compromise the proceeding of any criminal or civil investigation;
- xi. Copyright infringement materials;
- xii. Covenant enforcement matters identifying a specific property which contains personally identifiable information of the property or owner alleged to be in violation;
- xiii. Collection matters; and/or
- xiv. Photographs of minors without the express written consent of the parent/guardian.

c. *Removal of Postings.* All material posted on any Association Social Media account or page is subject to review by the Page Administrator, and may be removed by the Page Administrator if, in his/her sole discretion, the material posted is in violation of paragraph 2.b of this Policy.

d. *Blocking Users and Reporting Incidents.* The Association reserves the right to block users from utilizing Association-sponsored Social Media who fail to abide by the guidelines stated herein and may report any threats to the appropriate authorities.

e. *Request for Records.* Comments posted on Association-sponsored Social Media will not be considered official requests for records or documents of the Association.

3. Association Representative Use of Social Media.

- a. *General.* When engaging with members of the public or the Association online regarding the Association, whether from a personal Social Media account or via an Association-sponsored Social Media account or page, Association Representatives are encouraged to:
 - i. Remember their position of responsibility, trust, and transparency as related to the Association;
 - ii. Double check the facts before posting;

- iii. Be aware of posting confidential or other sensitive information;
- iv. Maintain professionalism, honesty, and respect;
- v. Avoid ongoing conversations or debates; and
- vi. State facts and provide supporting information when responding to a negative post.

b. *Disclaimer Required When Posting On Personal Social Media Regarding The Association Or Association-Related Business.* Association Representatives communicating about the Association or Association-related business on a personal Social Media page must disclose their connection with the Association, and shall include the following disclaimer in their post: "This is a personal post and is not an official statement of the Association."

4. **Amendment.** The Association expressly reserves the right to amend, revise, redact and/or repeal this Policy, in whole or in part, from time to time in order to further the purpose of carrying on the business, objects and affairs of the Association. The foregoing shall specifically include, but not be limited to, the right to adopt new rules, regulations and/or policies and procedures as may be necessary, in the Board's discretion.

5. **Disclaimer.** Public comments expressed on Association-sponsored Social Media do not reflect the opinions of the Association, its Board members, contractors, consultants, agents or employees. The Association expressly disclaims any liability for public comments posted to any Association Social Media accounts or pages.

6. **Deviation.** The Association may deviate from the policies set forth in this Policy if in its sole discretion, such deviation is deemed reasonable under the circumstances.

7. **Severability.** If any part, section, subsection, sentence, clause or phrase of this Policy is for any reason held to be invalid, such invalidity shall not affect the validity of the remaining provisions.

The undersigned, being the President of the Association, certifies that this Resolution was adopted by the Board of Directors of the Association on 11/7/2022, 2022.

Baseline Community Association,
a Colorado nonprofit corporation,

DocuSigned by:
By: 

President