

POA SOCIAL MEDIA POLICY

Effective April 1st, 2021

Introduction

The POA strives to be careful and accurate with what it reports to the community and, equally important, how it reports it. Social media will not be used for official POA business simply because it does not reach or inform those residents who do not choose to participate in social media and because the POA cannot control what people say there. The Coosaw Creek Living Facebook page is not a creation of, or sponsored by, the POA. It is independently administered, with the POA having no control or input over the content of its postings.

To clarify its position, the POA has promulgated the following guidelines for appropriate use of social media by its POA Board of Directors, its staff and Committee members.

Guidelines

1. Just like other Coosaw residents, POA Board and Committee members are permitted to freely communicate with their neighbors on social media on all matters unrelated to their official duties with the POA or any of its Committees.
2. POA Board and Committee members shall refrain from commenting on any matters relating to their official duties with the POA Board or POA Committee on such media.
3. No Board or Committee member shall weigh in on matters of POA or Committee policy on social media.
4. It is the policy of the POA not to monitor or respond to complaints or comments on social media, including the Coosaw Creek Living Facebook page. This prohibition pertains not only to the POA Board of Directors and its staff but also all standing and ad hoc Committees working under the auspices of the POA.
5. If, contrary to these guidelines, a POA or Committee member feels compelled to weigh in on social media on any issue relating to his or her official duties, he should make it clear that he or she speaks for himself or herself only and not for POA or the POA Committee on which he or she serves. "Speaking for oneself" on social media on POA or Committee issues, however, is nonetheless highly discouraged.
6. Violations of this policy may result in disciplinary action, including removal from the POA or Committee.

Approved Means of Communications between the POA and Community

Resident-to-POA: The official means of making a complaint or comment to the POA is directly to the POA Office in writing to one of its staff members, Board members or Committee members by letter or email. (Anonymous complaints or comments are generally not accepted unless there is compelling and apparent reason for the complainant's desire for anonymity.)

POA-to-Residents: There are several established and accepted means by which the POA communicates with its residents:

- Email blasts to the entire community.
- Periodic POA Newsletters.
- Slides and presentations made at annual and round table discussions and meetings.
- Postings on the official Coosaw website.
- Formal letters to the community.
- Direct communications between the POA and residents in writing by letter or email or by telephone.

Rationale for Policy

Official communication through social media is inappropriate because it does not reach or inform those residents who do not choose to participate in social media.

Moreover, it is the responsibility of the POA, to the extent possible, to manage the risks to the community from lawsuits and other forms of liability. This policy makes clear that there is no connection, official or otherwise, between the POA and any social media format currently being used by its residents.

Exceptions to the Policy

In an exceptional circumstance, the POA may grant an exception to this policy. With respect to the POA's standing and ad hoc Committees, such exception can only be granted by the POA Board. These exceptions will be determined by the POA Board on a case-by-case basis.

POA BOARD