

Purpose: To establish guidelines governing Association communications via the Internet, newsletters, and other mediums.

Authority: Article VII, Section 1(b) of the By-Laws:

“The Board of Directors shall have power to: exercise for the Association all powers, duties and authority vested in or delegated to this Association, and not reserved to the membership by other provisions of these By-laws, the Articles of Incorporation, or the Declaration...”

Article IX of the By-Laws:

“...the Board of Directors shall appoint other committees as deemed appropriate in carrying out its purpose.”

1. Establishment of a Communications Committee

The Board recognizes that clear, consistent, and positive communication between homeowners and Association is vital to the success of the Association and by extension the preservation of the quality and well-being of the community. On October 15, 2007, the Board established the Communications Committee to oversee this important function.

a. Role:

To advise and assist the Board of Directors in developing and implementing a communications program which facilitates the timely delivery of Association information to homeowners.

b. Responsibilities include, but are not limited to:

- i. Distributing authorized and approved Association notices to residents within the community via the Association website, newsletter, or other authorized medium;
- ii. Publishing the Association newsletter
- iii. Maintaining the Association website.

c. Final authority as to the content of messages posted to the Association website, articles in the Association newsletter, and other mediums rests with the Board of Directors.

d. Approval of messages distributed on behalf of the Association must be pre-approved by the Board of Directors.

2. Website

The Board of Directors recognizes that the Internet provides an efficient and effective method of communicating information to homeowners. To this end, the Board authorizes one website as the official Linwood Farms HOA website. The website is located at <http://www.linwood-farms-hoa.org>.

a. Purpose

To provide a platform which to distribute official Association messages and information to homeowners in a timely, cost-efficient manner. The website shall also serve as a conduit for information to flow from homeowners to Association leadership.

b. Access

Permission to post to Association message boards is restricted to Linwood Farms homeowners and is subject to adherence to the Terms and Conditions of Use (Paragraph F of this section).

c. Oversight

The Communications Committee chairperson is responsible for ensuring the Association website is operational, maintained, and that terms and conditions of use are adhered to by users and administrators.

d. Content

i. The Association website shall contain the following:

1. Message Boards for homeowners and board leadership to hold informal discussions regarding topics of community interest.
2. Board of Directors blog to inform citizens of community issues, notices, and other Association business
3. Links to Association Forms and Documents
4. Email contact information for Board of Directors, Committee Chairs, and Webmaster
5. Contact information for the contracted management company
6. Contact information for local elected officials and government
7. Approved advertising

ii. The opinions and views expressed on the message boards are those of their authors and do not necessarily reflect the opinion or view of the Linwood Farms HOA.

- iii. Linwood Farms HOA reserves the right to monitor the website message boards for material not germane to the message boards or that may be considered offensive, inflammatory, or illegal.
 - iv. Committee chairpersons are the assigned moderator for their respective message board.
 - v. The Communications Committee chairperson is the assigned moderator for remaining message boards.
- e. Terms and Conditions of Use- Message Boards
- i. Failure to abide by the Terms and Conditions of Use is grounds for denial of access to the message boards.
 - ii. Message boards are provided as a service to the homeowners of Linwood Farms. By registering for the message boards the user agrees to abide by the Terms and Conditions of Use.
 - iii. All users must be logged in to post to a message board. **The user's IP address is automatically logged when they post.** A valid email address is required to register to use the message boards.
 - iv. Users are expected to demonstrate respect for others and for the opinions expressed on the website. Those who post to the website are expected to refrain from: profanity, name-calling, taunting, threats, personal attacks, or the posting of any other statement or statements that may reasonably be considered offensive, inflammatory, or illegal.
 - v. Message board moderators are authorized to edit or remove comments contained in a post, remove an entire post, or to decline posting an entire message when its content violates the conditions of Paragraph iii above.
 - vi. A hardcopy of any message edited, removed, or restricted from a message board will be made by the moderator as a record of evidence and forwarded to the Communications Committee Chair. The Communications Committee chair is responsible for maintaining these hardcopy records and for notifying the Board of Directors when such action has been taken.
 - vii. Posting or uploading of materials that might infringe upon the intellectual property rights, privacy rights, rights of publicity, or other proprietary rights of others is prohibited and constitutes a violation of the Terms and Conditions of Use.
 - viii. Posts containing viruses, Trojan horses, time bombs, or any other harmful programs or elements are prohibited and constitute a violation of the Terms and Conditions of Use.
 - ix. Impersonating another user and/or accessing or attempting to access another user's account is prohibited and grounds for denial of access.

- x. Message boards shall not be used to express political views.
- xi. The violating user's IP address will be used to restrict access to message boards.

f. User Grievances

- i. If a user believes they have been unfairly denied access to the message boards they may appeal to the Board of Directors.
- ii. An appeal may be made by email or in writing.
- iii. The appeal should include the user's name, the date of the event, a description of the message in question, a description of the moderator's action, and the desired remedy.
- iv. The Board of Directors will consider properly submitted appeals and respond to the grievant party within seven (7) days.

3. Newsletter

A single newsletter, *Linwood Farms News* is authorized as the official newsletter of the Linwood Farms Homeowners Association.

a. Purpose

The *Linwood Farms News* is provided as communications tool to distribute news of interest and Association information to homeowners. It is designed to complement information found on the Association website.

b. Oversight

- i. The Communications Committee chair is responsible for the content of the *Linwood Farms News* and serves as the newsletter's editor.
- ii. Any editorial dispute shall be decided by the Board of Directors.

c. Publication

- i. The newsletter will be published quarterly.
- ii. A draft of the newsletter will be provided to the Communications Committee Chair and Board of Directors at least three (3) days prior to distribution.
- iii. The newsletter shall not be distributed without the approval of the Communications Committee Chair. In the absence of the committee chair, the Chair of the Board of Directors will be responsible for approval.

d. Content

- i. The newsletter may contain properly attributed reprints of local news articles, commentary from Association leadership, Association notices, and other items of interest to the community.
- ii. The newsletter shall not contain material that may reasonably be considered offensive, inflammatory, or illegal.
- iii. Material that might infringe upon the intellectual property rights, privacy rights, rights of publicity, or other proprietary rights shall not be permitted.
- iv. Sources of information shall be verified;
- v. Accuracy of information shall be established.
- vi. Fact shall be distinguished from rumors. The newsletter shall not be used to perpetuate gossip.

e. Advertising

- i. Advertising is not necessary for publication of the newsletter.
- ii. Prior to the solicitation of advertising, the Communications Committee must draft and present to the Board of Directors for approval an Advertising Fee Schedule.
- iii. The allocation of anticipated revenues received from advertising shall be determined by the Board of Directors prior to the approval of the Advertising Fee Schedule.
- iv. Advertising may not be solicited without an approved Advertising Fee Schedule.

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