

LAKEMOOR HILLS HOMEOWNERS ASSOCIATION (LHHA)

SOCIAL MEDIA GUIDELINES

We're glad you're here! We want everyone to feel welcome on Lakemoor Hills Social Media platforms, and we have created these Guidelines to define the values of the community we live in and seek to build upon. We're connected not by a shared preference, but a shared connection to a place — our neighborhood. Let's build a strong online community together.

Social media policies will be determined through the LHHA Social Media Committee (SMC) with approval by the Lakemoor Hills HOA board. The LHHA SMC will endeavor to set guidelines for use and to improve the existing LHHA website and Facebook site. Two sets of rules and guidelines shall be established - one for the LHHA website and the second for the LHHA Facebook page. The LHHA SMC will also monitor the www.lakemoor.org website and the LHHA Facebook page to ensure that content meets these guidelines.

1. LHHA WEBSITE GUIDELINES

The official LHHA website is: www.lakemoor.org

Purpose

LHHA web site shall be used for representing the LHHA and to share related information with the public. The LHHA website will post LHHA events such as general and board meetings, posting of minutes of LHHA meetings and other works and events by LHHA. LHHA board members may post information from other sources that may be relevant or important to residents of Lakemoor Hills. The official LHHA website will be open to the public, not requiring user registrations or logons to view public content. Select content that shows personally identifiable information and resident addresses will require user registration to access. At this time there will be no visitor comments on the LHHA website. The LHHA website will be used for information only - not opinion or editorial. Residents wanting to express views or leave comments for LHHA are welcomed and encouraged to do so by using the website Forums. Residents may also use the Facebook page, a social media venue created for this purpose. Below are examples of intended website purpose:

- Seeking to elevate our community and promote Lakemoor Hills.
- Sharing information about community-based work happening in Lakemoor Hills.

- Sharing information about neighborhood history, local businesses, activities, events, and people.
- As a resource to provide information: distribute city, county and public information that directly affects Lakemoor Hills.
- The LHHA SMC will endeavor to make the official website accessible to people with disabilities.

Access

All board members have access to post on the LHHA website with an understanding of these rules and guidelines. Non-board members and residents are allowed access to post to LHHA website within the Forums. Access is granted by the site administrator when the member's website account is created.

What to share

The LHHA website shall be used for sharing information relevant to the residents of Lakemoor Hills. The information shared on the LHHA website shall be free from bias and non-editorial. Our goal is to share information pertinent to Lakemoor Hills. Opinion, reviews, or promotions are not allowed. Any mention of a business or organization shall be done as informational only, not as a review. All businesses, organizations and persons shall be treated equally.

It is proposed that there will be links to other Lakemoor Hills groups and events not directly related to LHHA, but pertinent to Lakemoor Hills, forming strong community connections and addressing concerns. Examples: Alcoa Highway construction information, neighborhood committee updates, speeding concerns, annual picnic information, garden club meetings and functions, road closures and safety information, things to do in Lakemoor Hills, Lakemoor Hills Resource Council activities, etc.

What not to share

Items that have nothing to do with Lakemoor Hills, items that do not support our pursuit of equity and accessibility. Opinion, editorial or self-promotion by LHHA board members. Abusive language, personal attacks or insults, personal information without permission. Information not relevant to LHHA.

Sharing or selling the neighborhood directory outside of Lakemoor Hills is prohibited.

Monitoring

The intent is that with these guidelines all LHHH members will have access to post in various areas of the LHHH website. In a case of inappropriate posts, the SMC will have the ability to remove posts, but must account for the action with appropriate reason for the removal if questioned. Any posts not fitting the guidelines can be removed. Reasons to remove posts might include: offensive language, unfair or unequal promotion/favoritism, solicitation, discrimination against a particular person or group, items not relevant to Lakemoor Hills, biased or promotional items, slander, or political opinions and information deemed to be false or inaccurate.

Responding to negative comments

Please make every effort to encourage conversations face-to-face, and offline for controversial or emotion-laden issues. Always remain appropriate and polite. Approach the conversation from a perspective of listening, educating, and defusing. Provide information that can help direct people's frustration towards the appropriate venue if the issue is a matter to be dealt with by a public agency. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Negative comments should not be deleted unless they are offensive or inappropriate. We want to encourage people with different viewpoints and opinions to join the conversation, to debate, and to discuss their side of a specific argument. The SMC may delete comments that are threatening, inflammatory, degrading, racist, sexist, homophobic, xenophobic, or otherwise outside the spirit of respectful engagement or that may be personal attacks against a person or business.

Privacy

If community members post stories, photos or documents on the website or Facebook page, the LHHH board assumes that any content posted is done with the permission of the content creator. No personal information should be shared without an individual's expressed permission.

Copyright

LHHH will make every effort to avoid posting copyrighted materials without permission of the original creator. LHHH will make every effort to attribute all material that is being shared from other sources.

Personal versus Professional

LHHH board members are not expected to represent the organization outside of official LHHH social media sites.

2. LHHH FACEBOOK GUIDELINES

The official LHHH Facebook page is: <https://www.facebook.com/groups/lakemoorhillshoa>

As an online community that seeks to enhance our neighborhood, we would like to offer a few essential tips.

- 1) Be respectful to your neighbors
- 2) Do not discriminate
- 3) Discuss important topics the right way
- 4) Promote local commerce the right way
- 5) Use your true identity
- 6) Do not engage in harmful activity

LHHH Facebook should be able to allow for more relaxed rules than the LHHH website. More leeway for opinion and editorial remarks by LHHH board members and residents is permitted. Board members should keep in mind that they are still posting on an LHHH-related site and should do so with respect and consideration. All Board members shall be granted access to post on LHHH Facebook pages. As a matter of etiquette, all residents shall refrain from profanity when posting on LHHH Facebook page.

Purpose

LHHH Facebook shall be used for representing the LHHH, to share related information with residents, and topics of general interest to the neighborhood.

Access

Each person who lives on the Lakemoor Hills peninsula may request access to the LHHH Facebook page. They must confirm either that they live on the peninsula or are a member of the LHHH. Membership in the LHHH is not required. Occasionally the administrators may grant access to others that may have information to share that benefits the community such as government representatives of the geographical area (City or County).

All members have access to post on the LHHH Facebook page with an understanding of these rules and guidelines. At any point in time, there will be a SMC comprised of at least two or three members of the LHHH board, who will serve as an advisory body and have administrative access to the Facebook page and the ability to act as moderators.

Monitoring

The objective is that with these guidelines all LHHH members will have access to post on the LHHH Facebook page. In a case of inappropriate posts, any LHHH Facebook page administrator will have the responsibility and ability to remove posts, but must account for the action with appropriate reason for the removal if questioned. Any posts not fitting the guidelines can be removed. The SMC will not support offensive language, unfair or unequal promotion, solicitation or discrimination of any group.

Facebook Posts

Inappropriate posts are outlined in our published Facebook page Social Media Guidelines, accessible from the About section of the Facebook page, explaining to residents what is, and is not, an acceptable post. Moderator approval and guidelines can be changed in the future with recommendation from the SMC and approval by the LHHH board. Posts must be relevant to the Lakemoor Hills residents. There shall be no abusive language, no personal attacks, no personal references that might put someone in harm's way or reveal personal information.

Responding to negative comments

Please make every effort to encourage conversations face-to-face, and offline for controversial or emotion-laden issues. Always remain appropriate and polite. Approach the conversation from a perspective of listening, educating, and defusing. Provide information that can help direct people's frustration towards the appropriate venue if the issue is a matter to be dealt with by a public agency. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Negative comments should not be deleted unless they are offensive or inappropriate. We want to encourage people with different viewpoints and opinions to join the conversation, to debate, and to discuss their side of a specific argument. The SMC may delete comments that are threatening, inflammatory, degrading, racist, sexist, homophobic, xenophobic, or otherwise outside the spirit of respectful engagement.

Privacy

If community members post stories, photos or documents on the website or Facebook page, the LHHH board assumes that any content posted is done with the permission of the creator of the content. No personal information should be shared without an individual's expressed permission.

Sharing or selling the neighborhood directory outside of Lakemoor Hills is prohibited.

Copyright

LHHA will make every effort to avoid posting copyrighted materials without permission of the original creator.

3. ALL SOCIAL MEDIA POSTS

Personal versus Professional

LHHA board members are not expected to represent the organization outside of official LHHA social media sites. When LHHA board members are posting on their personal Facebook pages and on other sites, it is understood that they are posting as individuals, NOT as board members. When posting on non-LHHA sites, board members should NOT indicate themselves as LHHA board members or representing LHHA board unless it is pertinent and fact-related, as opposed to opinion.

All rules and guidelines for Social Media are published for review and can be modified by recommendation from the SMC and approval by the LHHA board.