

## Jefferson Manor Community Association – Social Media Policy

Effective April 23, 2015

The Jefferson Manor Community Association (“JMCA”) encourages use of social media as a way for our neighborhood to connect and share information. JMCA-affiliated uses of social media include the JMCA Facebook page, the JMCA email list serve, the JMCA Twitter account, the JMCA Web Blog, and all other future social media outlets. While undoubtedly a tool that can enhance our sense of community, JMCA social media use also presents certain risks and carries with it certain responsibilities. To assist in making responsible decisions in using JMCA social media forums going forward, we have established the following guidelines and policies, which apply to all individuals that post on JMCA social media forums:

- 1. Definition of “Social Media”** – “Social Media” includes all means of communication or content of any sort that is posted or contributed to JMCA-affiliated Internet forums, including – but not limited to – Facebook, Twitter, and JMCA email threads. Posts to web bulletin boards, chat rooms, comments, emails (whether an original communication or response) are all considered social media uses.
- 2. Non-Permissible Social Media Uses** – inappropriate postings on JMCA social media forums include discriminatory remarks, harassment, incendiary accusations, and threats of violence. In particular, derogatory comments and/or opinions pertaining to sexual orientation, gender, race, ethnicity, or disability are inappropriate and will not be tolerated. JMCA social media forums are also not a place for openly political or religious opinions.
- 3. JMCA Actions Regarding Non-Permissible Social Media Use** – because social media is intended as a friendly and convenient way for Jefferson Manor community members to connect and interact with one another, JMCA officers, board members, or other administrators reserve the right to remove inappropriate or offensive content as outlined in Section 2 above. The decision to remove content will not be done unilaterally, and will require a consensus of at least two JMCA officers or board members. If there are at least three incidents where the same individual posts or contributes non-permissible content on JMCA social media forums, the JMCA reserves the right to ban or otherwise prevent this individual from posting future content.
- 4. “Best Practices” Social Media Use** – in addition to avoiding the urge to post or contribute offensive content, users of JMCA social media forums should keep other considerations in mind. Please try to be fair and courteous to other community members. Users should also ensure that they are being honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Please also be open about any previous posts or contributions that have been altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about fellow community members, businesses, events, or other individuals.