

## Social Media Policy Checklist

(Courtesy of [Elizabeth White](#), counsel and the community associations practice leader at Sands Anderson PC in Williamsburg, Va.)

1. What is our vision for building community in our Association?
2. What is the outcome we want to achieve from social media? What do we want to avoid?
3. What will we use social media for?
  - Event information
  - Community information
  - Association governing information
  - Board and annual meeting information
  - Open discussion forum
  - Community advertisement/"bulletin board"
  - Political platform
4. What kind of account will be opened?
  - Facebook
  - Twitter
  - Instagram
5. Who will monitor the account and respond to inquiries? How often? Standards?
  - Existing volunteer
  - New volunteer to be recruited
  - Board member
  - Employee
  - Service/independent contractor
  - Social media or other committee

6. Will there be a Social Media Committee? If so:
  - Who will complete the committee charter
  - How many people will be on the Committee
  - Length of term
  - Regular meetings
  - Roles
7. How will the Board keep track of what's going on?
  - Board member will also monitor
  - Committee will report regularly
  - Committee training
  - Standards for reporting to the Board (monthly? Weekly? Only when something "hot" comes up?)
  - Evaluation of effectiveness
8. What will be in our disclaimer? [E.g. "Repeat offenders will be blocked. The Board may remove offensive, false or potentially libelous posts."]
  - What kinds of posts are inappropriate?
  - Who decides?
  - Consequences of multiple inappropriate posts?
9. What is OK/not OK to post?
  - HOA agenda, minutes, formal board communications
  - Board candidate statements
  - Information about accounts receivables
  - Information about covenant violations
  - Complaints
  - Suggestions
  - Glowing compliments
  - Pictures of HOA events
  - Pictures of children at HOA events
  - Pictures of non-HOA-sponsored events
  - Community announcements not related to the HOA

- Religious ads or announcements
- Political ads or announcements (i.e. local, state and federal, fire and other local departments)
- Zoning, animal control, fire, metro district or other local government announcements
- Police and neighborhood watch announcements
- Sex offender notification information
- Business ads for homeowners/non-homeowners
- Garage sale announcements
- Want ads
- School announcements
- Sports announcements
- Other organization announcements (i.e. Girl Scout cookie sales)
- Charitable solicitations
- "Editorial column" by board member/s

10. Who may view the site?

- Owners and management staff only
- Owners, management staff and rental tenants
- Open to the general public

11. Do we have insurance coverage for activities on the site?

- What is the status of current coverage? (CGL generally excludes)
- If not, what is our risk?

12. Who is accountable for control of the intellectual property on the site?

- Passwords?
- Security?
- Logo, name and brand?