

THE CONSERVATORY AT THE PLAINS COMMUNICATIONS and SOCIAL MEDIA POLICY

Effective Date: October 10, 2020

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

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 April 15, 2018, 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.

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 Conservatory HOA website. The website is located at <http://www.conservatoryhoa.com> .

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. 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.

c. Content:

- i. Association News and Community Events
- ii. Links to Association Forms and Documents
- iii. Email contact information for Board of Directors, Committee Chairs, and Webmaster
- iv. Contact information for the contracted management company
- v. Only provide information one-way and not promote interaction, discussion or open posting.

3. Newsletter: A single newsletter, The Conservatory Digest is authorized as the official newsletter of the Conservatory Homeowners Association. It can be produced electronically or paper as needed.

a. Purpose: The Conservatory Digest is provided as a 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: The Communications Committee Board Liaison is responsible for delegating the responsibility of the Newsletters' editor position to a volunteer or employee of the management company and oversees the content and proofreads the newsletter before publication. Any editorial dispute shall be decided by the Board of Directors.

- c. Content: The Newsletter will include:
 - 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.
- d. The newsletter shall not be used to perpetuate gossip.
- e. Advertising: Advertising is not necessary for publication of the newsletter.
 - i. Prior to the solicitation of advertising, the Communications Committee must draft and present to the Board of Directors for approval an Advertising Fee Schedule.
 - ii. 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.

4. Message Boards and Social Media Platforms: The Conservatory Board of Directors has determined it will not use an open message board on its website or establish HOA accounts on social media platforms.

Only the Communications Committee and Social Committee Chairpersons with their Board Liaisons approval may initiate Original Posts on social media platforms. Posts are limited to HOA announcements of events, meetings, our website address, and factual community education, not opinions.

Members of the Board of Directors will not initiate opinion posts about the community or residents of the community on any Social Media Platform that is not designated as an official Conservatory HOA site. Members of the Board of Directors will refrain from disparaging comments about residents of the community on Social Media platforms.

5. E-Blasts: The Conservatory Board of Directors authorizes the use of emails to residents that provide a valid email address when there is a time sensitive reason to communicate information quickly. The HOA Board of Directors or the Property Manager can make the determination of when an e-blast to residents is appropriate.

This Communications Policy was adopted by the Board of Directors this 10th day of September, 2020.

THE CONSERVATORY HOMEOWNERS ASSOCIATION, INC
a Colorado nonprofit corporation,

By:  Its: President