

Social Media Policy

Definitions

“CLPOA”: Canyon Lake Property Owners Association.

“CLPOA Resident”: Any Prime Member, Associate Member, Sub-Associate Member, or Resident Member, or Lessee of CLPOA as defined in the Civil Code and CLPOA’s Operating Rules. To the extent not included in the foregoing list, CLPOA Resident also includes anyone who resides within Canyon Lake.

“Affiliates”: CLPOA Board Members, employees, independent contractors, and committee members.

“Social Media”: Any interactive website or app that facilitates the creation, sharing and aggregation of information or other content, including but not limited to Facebook, Instagram, X, TikTok, and Nextdoor.

“CLPOA’s Social Media”: Presently, CLPOA maintains the following Social Media accounts:

1. “Canyon Lake Property Owners Association” on Facebook. (“Main Facebook Page”)
2. “The Canyon Lake Lodge” on Facebook.
3. “Canyon Lake Recreation” on Facebook.
4. “Canyon Lake POA” on Instagram.
5. “Canyon Lake Property Owners Association” on YouTube.

CLPOA may add to, augment, or remove any of CLPOA’s Social Media without the need to update this Policy.

“Administrators”: CLPOA’s designated representatives from CLPOA’s Corporate office who manage CLPOA’s Social Media.

“Harassment” or “Harassing” means the following: A knowing and willful course of conduct directed at a specific person that seriously alarms, annoys, or harasses the person and that serves no legitimate purpose. The course of conduct must be one that would cause a reasonable person to suffer substantial emotional distress.

“Confidential Information” means any CLPOA information covered by the attorney-client privilege, the work product privilege, or any information from an Executive Session Board Meeting. This also includes any information regarding delinquency or discipline of any CLPOA Member or any CLPOA Resident’s, or CLPOA vendor’s, contact information.

“Employee Handbook” means CLPOA’s operative “Handbook of Employment Terms & Conditions”, governing employment by CLPOA, including any renaming or future revisions thereof.

“Work Product” means any written materials developed or created by CLPOA or its employees while working for CLPOA. This includes, without limitation, memoranda, policies, notes or other writings utilized for the operation of CLPOA.

Purpose

To establish protocols so that CLPOA’s Social Media is used to provide truthful, factual and relevant information to the Canyon Lake community and Affiliates’ use of Social Media, generally, does not reflect negatively on CLPOA or subject it to liability. To promote a respectful online environment free from bullying, toxic, or harmful behavior.

For Affiliates who are CLPOA employees, this Policy is meant to supplement CLPOA’s Employee Handbook. To the extent of any inconsistency between the Handbook and this Policy, this Policy prevails.

Protocols

A. CLPOA’s Social Media

The following protocols apply to CLPOA’s Social Media, only:

1. 1-Way Communication ONLY on the Main Facebook Page. Only CLPOA will be permitted to post content or comments on the Main Facebook Page. The intent is to use the Main Facebook Page to provide 1-way communication from CLPOA to the Canyon Lake community, as expressly permitted by CC § 4515(b)(6)(C).
2. Where Posting by Others IS Allowed, Harassment, Threats of Violence / Property Damage, Discrimination, Personal Attacks, and Sexual Content is Not. Consistent with CLPOA’s governing documents prohibiting harassment, and with CLPOA’s obligations as an employer, Harassment on CLPOA’s Social Media is not allowed. Any Harassment, or Harassing comments will be removed by Administrators.

Additionally, any threats of violence, threats of property damage, discriminatory comments, personal attacks, or sexual comments / images will also be removed.

Comments by CLPOA Residents which are merely critical of CLPOA or its governance, but do not rise to the level of Harassment, will not be removed.

3. CLPOA Reserves the Right to Discontinue Relationships. CLPOA may discontinue relationships with “friends,” “followers” or the like, from CLPOA’s Social Media.

If the person who CLPOA seeks to discontinue the relationship with *is* a CLPOA Resident, CLPOA will follow the disciplinary process in the Civil Code and CLPOA's Governing Documents prior to discontinuing such relationship.

If the person who CLPOA seeks to discontinue the relationship with is *not* a CLPOA Resident, no disciplinary process is required. The Administrators may discontinue such relationship at any time, if such person posts anything, which the Administrators determine is inappropriate, toxic or divisive – such content need not rise to the level of Harassment, threats of violence, threats of property damage, discriminatory comments, personal attacks, or sexual comments / images.

B. Social Media, Generally

When Affiliates use Social Media, including CLPOA's Social Media, or Social Media generally (including for personal use), the following protocols apply:

1. Do not post, or otherwise disclose, any Confidential Information on Social Media, or in any other way or manner.
2. Do not post anything that is illegal, obscene or defamatory.
3. Refer all emergency or crisis communication activity pertaining to CLPOA to CLPOA's Corporate and/or Legal departments. Postings that include public safety, health or welfare tips are not intended to replace professional advice from appropriate sources such as the police or medical professionals.
4. Do not use the CLPOA name, logo, Work Product, or other branded material to endorse or promote any product, opinion, cause or political candidate, without prior written approval from CLPOA. However, you are free to share, or repost any post from CLPOA, unaltered.
5. Do not make any statement on behalf of CLPOA unless you have prior and express authorization by CLPOA to do so. If commenting or posting about the Canyon Lake community, include the following disclaimer: "This is on behalf of myself, personally - not on behalf of CLPOA." Additionally, Affiliates must use professional conduct in their use of social media generally.

Non-Compliance

If an Affiliate violates this Policy, it may result in any of the following:

1. Censure, reprimand or revision of duties.
2. If Affiliate is a CLPOA committee member, removal from any CLPOA committee.

3. If Affiliate is a CLPOA employee, any disciplinary or other personnel action set forth in CLPOA's Employee Handbook.

CLPOA also reserves all rights to pursue any violation of its governing documents or take any action otherwise available to it by law.