

CAI-GRIE Social Media Policy

Adopted 4-22-14

Purpose

The purpose of online media participation is to promote the activities occurring within the Greater Inland Empire Regional Chapter of CAI (CAI-GRIE), and to inform members and other interested individuals about the activities and issues within the homeowner association governed community at large.

This policy outlines the responsibilities of all members of the CAI-GRIE chapter regarding the professional use of social media. The intention of this policy is to provide all members with some basic guidance around the use of social media.

Resource Requirements

The content of a social media site or website must be updated and monitored regularly to be of value to its participants. Chapter staff shall make specific plans and commitment to keep the site maintained and updated by allocating appropriate time and resources.

Responsibilities of CAI-GRIE Staff or Committees Operating or Contributing to a Social Media Site

1. CAI-GRIE authorized social media sites shall be outgoing only. Chapter staff and approved committee member and chair shall have access to place topic postings on CAI-GRIE authorized social media sites.
2. Chapter Committees will be permitted to submit content to Chapter staff or approved committee member or chair for posting.
3. Committee content shall comply with the CAI Policy Manual and the CAI-GRIE Social Media Rules of Etiquette (listed below).
4. All CAI-GRIE hosted social media site pages shall include a prominent link to <http://www.cai-grie.org/>. This link can be in the header, footer or elsewhere on the page, but it must be easy to find and identify and be included on all pages.
5. All CAI-GRIE social media accounts names and passwords must be recorded with the chapter office.
6. All official CAI-GRIE social media sites should be marked as 'Official' sites and branded appropriately.

CAI-GRIE Social Media Rules of Etiquette (when Members Engage)

Please follow these guiding principles:

1. When you comment on an authorized CAI-GRIE site, you are an ambassador of the Chapter and represent the Chapter to the outside world. In online social networks, the lines between

public and private, personal and professional are blurred. Just by identifying yourself as a CAI member, you are creating perceptions about the Chapter with our business partners, managers, homeowners, and the general public. Be sure that all content associated with you is consistent with your work and with the Chapter's values and professional standards.

2. Know and follow the CAI-GRIE Code of Conduct and the CAI-GRIE Privacy Policy. Users are solely responsible for any comments they may post. CAI-GRIE is not liable for the accuracy or content of user comments. Participation in social networking on behalf of the Chapter is not a right and it therefore needs to be taken seriously and with respect. Know and follow the CAI Policy Manual. Failure to abide by these guidelines and the CAI Policy Manual could cause your posting to be removed and your access may be permanently blocked.

3. Respect proprietary information and confidentiality. All published content must respect the Chapter's confidentiality and proprietary information and be respectful to CAI-GRIE, the Chapter, and its members. Do not post any comments that are commercial in nature or that violate copyrights. Obtain permission to publish or report on conversations that are meant to be private or internal to the Chapter. Don't cite or reference clients, partners, or other members without their approval.

4. Provide your individual perspectives on what's going on at the Chapter. Social communication from the Chapter should help our members. It should be thought provoking and build a sense of community. If it helps people improve knowledge or skills; build their businesses; do their jobs; solve problems; or understand the Chapter better, then it's adding value

5. Post meaningful, respectful comments. Comments should be relevant to the specific topic they are attached to. Respect copyright, fair use and financial disclosure laws. When disagreeing with others' opinions, maintain your professionalism. All statements must be true and not misleading and all claims must be substantiated. CAI-GRIE makes no representations or warranties as to the accuracy or reliability of any comment, and shall bear no obligation or duty to verify, revise, or remove any comment. Spam, abusive or discriminatory language, personal attacks, ethnic slurs, obscenity and off-topic comments are not permitted and will be promptly removed and access may be permanently blocked.

6. The following disclaimer shall be placed on any CAI-GRIE social site. CAI-GRIE reserves the right to add, remove or edit content on our social media pages in its sole discretion. CAI-GRIE will make every effort to monitor the contents of our social media presences and ensure their content is of an appropriate nature in CAI-GRIE's sole opinion. If you find inappropriate content on any of our pages, please notify an administrator immediately. Content that is deemed inappropriate in CAI-GRIE's sole discretion will be removed. CAI-GRIE shall not be held responsible for inappropriate content, images or third party links submitted by other users. All pictures, images or video posted by CAI-GRIE on any CAI-GRIE page are copyright of CAI-GRIE and its partner companies, you must contact CAI-GRIE for permission to use or any photograph, image or video. Any image, photograph or video posted by a user is consenting to all third-party policies (i.e. Facebook, YouTube) where the understanding that all or any image including video could be redistributed or copied from these pages. This policy/disclaimer is in addition to any and all third-party policies (i.e. Facebook, YouTube). User consents to the above CAI-GRIE statements and third-party policies. User hereby releases CAI-GRIE from any and all

liability in connection with the use of any and all pictures, images or video posted by CAI-GRIE on any CAI-GRIE page.

By accessing or posting a comment on a CAI-GRIE social media site, users agree to release CAI-GRIE, its parents and affiliates, together with their respective agents, servants, employees, officers and directors from any and all liability and obligations whatsoever in connection with or arising from access or use of these sites.