

# The Links HOA Communication Policy – as of 11/19/2018

## Communications Committee

The Board of Directors recognizes that clear, consistent, and positive communication between the Association leadership and the homeowners are vital to the success of the Association and by extension the preservation of the quality and well-being of the community.

- 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 distributing authorized Association notices to homeowners via e-mail, physical bulletin boards, and the website.
- c. Final authority** as to the content of messages e-mailed, posted to the Association website, and other mediums rests with the Board of Directors.

## E-Mail Announcements

- a.** An up to date directory of homeowner e-mail addresses shall be maintained by the Communications Committee. E-mail addresses provided by homeowners to the Board and/or Association will be treated and maintained as “private/not for further distribution”.
- b.** Only the Communications Committee shall be authorized to send out mass e-mails to the homeowners using the most current e-mail address directory. However, any Association member in good standing may request the Communications Committee to post such communication on their behalf, discretion of which will be vested within the committee and Board of Directors.
- c.** E-mail message content should include but not limited to: Board/Annual Meeting Announcements with agenda, Board Meeting Minutes website link, necessary reminders of HOA by-laws and CC&R policy, community announcements, other pertinent information useful to the membership.
- d.** E-mail message content from the Communications Committee and/or homeowner requests shall **NOT** include: political policy and/or candidate announcements of support/opposition, commercially vested interest announcements, other personal opinions/discussions, and other content as decided by the board of directors that doesn't benefit the entire association.
- e.** The e-mail announcement platform shall **NOT** be used to discuss homeowner complaints or discussion of policy or other HOA issues. Such items should be sent to the board of directors for inclusion as an agenda item at a future board meeting.
- f.** All communication shall be done in a professional and civil manner – no name calling, threats, etc.

## **Bulletin Boards**

**Business Board:** The HOA Secretary will post board meeting/Annual meeting notices and agendas within no less than 48 hours of said meeting.

**Events Board:** The Social and Community Affairs committees may post HOA announcements, events and activity notices, news and info.

## **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 Links HOA website. The website is located at <http://www.thelinkshoa.org>

**a. Purpose:** To provide a platform which to distribute official Association messages and information to homeowners in a timely, cost-efficient manner.

**b. Oversight:** The Website 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:** The website shall consist of: names and contact information for the Association Board of Directors and Committee Chairs, Member directory, Monthly and Annual Meeting announcements and minutes, Current financial reports, Copies of HOA by-laws, CC&Rs, architectural requirements and forms, homeowner guidelines, arbitration forms, and policy updates. Announcements of social activities and events are recommended.

## **Terms and Limitations**

The terms of this policy are not intended to abridge or modify any specific communication method required by law and/or the Association's Governing Documents, including any other duly adopted rule or regulation. The Association's Board of Directors and the Association's other duly authorized representatives shall ensure compliance with any other expressly required method of communication, as may be prescribed by applicable law, when conducting Association business.