

SOUTH RIDING PROPRIETARY  
POLICY RESOLUTION P2006-1  
Amended April 6, 2023  
Comprehensive Communication Policy

WHEREAS, Article 4, Section 4.1 of the South Riding Proprietary Bylaws (hereinafter “Association” and “Bylaws” respectively) provide that the Board of Directors (“Board”) shall manage the business and affairs of the Association and furthermore that the Board shall have all of the powers and duties necessary for the administration of the affairs of the Association and may do all such acts and things as are not required to be done by the Owners; and

WHEREAS, Article 4, Section 4.1 (4) of the Bylaws empowers the Board to adopt and amend reasonable Rules and Regulations not inconsistent with the Association Documents; and

WHEREAS, effective and timely and accurate communication is a fundamental responsibility of the Association in order to promote informed decision making by residents, committees, management, Staff and the Board of Directors; and

WHEREAS, regular and timely dissemination of information increases the transparency with which Association business is conducted and encourages resident involvement in association affairs; and

WHEREAS, the Association Proprietary communicates using a variety of tools and methods including but not limited to the South Riding Magazine, the South Riding Proprietary website, official Proprietary social media platforms, first class, certified and registered mail, electronic mail, newsletters, community signage and literature distributed through official association committees; and

WHEREAS, the aforementioned communication tools serve as an instrument of the Association, the Board acknowledges the need for reasonable Rules and Regulations governing the use of these communication tools.

NOW, THEREFORE, IT IS HEREBY RESOLVED THAT the Board establishes the following rules, regulations and policies concerning the use of official Association communication tools.

## **Definitions**

Terms used throughout this Resolution shall have the meanings defined herein, and if not so defined then as defined in the Association Declaration, Bylaws or Articles of Incorporation.

South Riding Proprietary – The Proprietary, SRP, Association  
South Riding Magazine –the official magazine of South Riding Proprietary  
Southriding.net– the official website of the South Riding Proprietary  
Staff – Employees of South Riding Proprietary

## **Introduction**

This policy is designed to provide general guidelines regarding all forms of official Association communication as well as specific policies relating to individual communication tools (e.g., the Magazine, Website, Signage, Minutes, etc.). The Board of Directors reserves the right to modify this document as deemed necessary.

## **General Guidelines**

When information is published using an official communication tool of the Association, the following guidelines will be utilized:

1. Information shall be published on a regular schedule.
2. Information that is deemed to be significant to the majority of the Association membership will be afforded priority.
3. No libelous, inflammatory, or offensive material will be published.
4. Sources of information shall be verified in order to establish accuracy.
5. Legitimate controversies of interest to all residents will be reported objectively, allowing for diverse opinions to be expressed.
6. Association tools will not be used for expressing political views.
7. Advertising through the Association shall be available on a first come first served basis, with a right of refusal of the marketed entity based on its content advertised towards the community.
8. Publications will conform with the Associations legal documents and to policies adopted by the Board of Directors.
9. The Board of Directors may delegate certain responsibilities related to the communications guidelines and policies to members of staff and/or volunteer committees.
10. The Board of Directors maintains the option for final review of all published materials.

## Specific Guidelines

- A. South Riding Magazine. The South Riding Magazine will serve as the primary tool for communicating with members of the Proprietary. The Magazine is mailed to the address of record for every lot in South Riding.
- a. Publication Schedule & Deadlines. The South Riding Magazine will be published according to a regular schedule. Deadlines for submission of materials will be utilized at the discretion of staff in order to ensure the quality of the final product.
  - b. Advertising. Requests for advertising will be received and reviewed by the Staff on a first come first served basis. Staff, in its sole and absolute discretion, may reject any requests for advertising. Rates will be determined by Staff and approved by the Board of Directors on an as needed basis. Reduced rate or complementary advertising may be offered in accordance with published policies and at the discretion of staff and/or the Board of Directors.
  - c. Submission of Materials. All submissions for publication in the South Riding Magazine may be edited for clarity, length and/or content at the discretion of staff and may filter content or advertisements that are deemed unfit for the community. All submissions must be accompanied by a full name, South Riding Street address and contact information. Submissions for publication by committees are subject to the Operating Guidelines for Committees (A2005-01 as amended).
  - d. Priority. Priority will be established for publication of materials based on timeliness, significance/interest to the most residents of community, receipt in accordance with deadlines and space availability at the discretion of staff.
  - e. Guest Contributions. Residents of the community or persons providing information of significance/interest to the majority of residents may submit articles for publication. Materials which are promotional or of a sales nature will not be accepted.
  - f. Copyright. A(i)Materials received for publication must be free from copyright. B(ii) Materials published in the magazine are subject to copyright laws and may be reproduced only with permission from the Board of Directors or their delegated representative.
  - g. Photographic releases. Residents attending community events may appear in photographs published in the South Riding Magazine. The Proprietary will not publish photographs with children identified by name without the express permission of the parent or legal guardian of the minor child. Members submitting photographs of their child thereby grant consent for publication of the photograph.

- B. Website. The South Riding Website serves as an alternate means of communication to the members of the South Riding Proprietary, for timely dissemination of information. Content on the website is available to all members of the Proprietary who have internet access. (Website Use Policies P2002-1)
- C. Electronic Mail. The South Riding Proprietary utilizes bulk e-mailing to relay information to residents. This service is available to all residents of South Riding but requires subscription. Information released through bulk e-mail will most often pertain to social or recreational events but remains available for release of critical information at the discretion of staff.
- D. U. S. Mail. The Proprietary will use first class, registered and certified mail as required in accordance with the legal documents of the corporation. The Proprietary may use bulk mail for non-legal communications.
- E. Signage. The South Riding Proprietary utilizes signage throughout the community for placement of banners and announcements. This includes but is not limited to yard signs, an electronic sign, posters and “windmaster” type of displays. This signage is reserved for official SRP communication.
- F. Calendar of Events. The South Riding Proprietary utilizes several official calendars of events. Calendar listings are reserved for Proprietary sponsored events.
- G. Social Media. Includes but is not limited to the Proprietary’s official Facebook, Instagram, Twitter accounts and any applications developed by South Riding Proprietary.

The General Manager and designated Staff shall be the only authorized parties to create new pages, feeds, groups, etc. on Association social media platforms.

Posts containing any of the following items are prohibited and will be deemed a violation of this Policy:

- Vulgar or threatening language;
- Inappropriate images, such as, but not limited to pornography;
- Personal attacks of any kind against any person, entity, or protected group or class;
- Comments or content that promotes or perpetuates discrimination or harassment;
- Spam or links to other sites;
- Comments or content that advocates illegal activity;
- Comments or content that solicits business, or promotes services, products or political organizations;
- Infringements on copyrights or trademarks;
- Personally identifiable medical or other private information;
- Anything that creates a hostile or intimidating environment for any members, guests, or employees;
- Information that may compromise the safety, security, or proceedings of any legal action pertaining to the Association.

- All of the Association's social media accounts will be closed to public comments, to the greatest extent possible, and all postings shall be made by and on behalf of the Association.
- Postings to the Association's social media platforms, other than the Association's website, will be limited to announcements relating to community events, information and activities related to the community for promotional, social, and similar informational purposes, weather alerts, including closings that may impact community residents, lost pet notices, photographs and/or videos of community activities and events, photographs and/or videos of the community, its homes, common areas, and individuals present at community functions or using community common areas and amenities.
- The Proprietary's social media platforms will not be utilized for the following:
  - to announce or promote events sponsored or held by community residents and/or Association members that are not sponsored by the Association.
  - solicitation or promotion of other organization's services or products.
  - political organizations

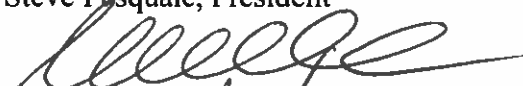
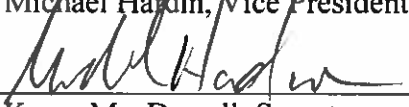


Photographic releases. Residents attending community events may appear in photographs published on the South Riding social media platforms. The Proprietary will not publish photographs with children identified by name without the express permission of the parent or legal guardian of the minor child. Members submitting photographs of their child thereby grant consent for publication of the photograph.

The Association reserves the right to remove from any Association sponsored social media platforms, any content the Board, General Manager, designated Staff or authorized administrator, in their sole discretion, deems inappropriate or harmful to the Association of any individual.

- H. When the public media seeks information from the South Riding community related to official policy matters of the Association, all such contacts received by Proprietary employees and committee members shall be referred to the President, Vice President, or General Manager, or persons specifically designated by them for response. While this policy is in no way intended to restrict anyone's right as an individual, its purpose is to avoid having Staff and committee members speaking to the media in their official SRP capacity. This policy in no way is intended to restrict employees and committee members from addressing the media on program issues, and special recreation events and social activities.

**Amended April 2023**  
**POLICY RESOLUTION P2006-1**  
**Comprehensive Communication Policy**

Duly adopted at a meeting of the Board of Directors held April 6, 2023

	VOTE: YES	VOTE: NO	ABSTAIN	ABSENT
Steve Pasquale, President 	X			
Michael Hardin, Vice President 	X			
Karen MacDowell, Secretary 	X			
Kevin Ubelhart, Treasurer				X
Kip Lowe, Director				X
Gary Smith, Director 	X			
Francois Desamours, Director				X

ATTEST:

  
 Secretary

4-6-2023  
 Date

Resolution effective: April 6, 2023