

**SERENITY RIDGE OWNERS ASSOCIATION
SOCIAL MEDIA POLICY**

The following Social Media Policy was adopted the Board of Directors of Serenity Ridge Owners Association (“Association”) at a regular meeting of the Board of Directors.

Effective Date: 2/8/2022

WHEREAS, the Board of Directors of the Association has the authority to adopt rules and regulations pursuant to Article 6, Section 6.1.2 of the Amended and Restated Bylaws of Serenity Ridge Owners Association and C.R.S. § 38-33.3-302(1)(b);

WHEREAS, the Board of Directors of the Association believes that it is in the Association’s best interests to adopt this Social Media Policy;

WHEREAS, the Board of Directors for the Association has determined the Association may benefit by utilizing social media such as Facebook, Twitter, LinkedIn, and other similar medias for the purpose of providing information concerning community events, governance, meetings, discussion forums, community advertisement, and other similar information;

WHEREAS, social media is defined as media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques;

WHEREAS, social media is a powerful communications tool that may have a significant impact on the Serenity Ridge community, both positive and negative if not properly utilized; and

WHEREAS, the Board of Directors has determined it is in the best interests of the Association to adopt guidelines, expectations, and rules for using any social media sponsored by the Association in order to protect the Association’s and individual owners’ reputations.

NOW, THEREFORE, The Board of Directors adopts the following Social Media Policy:

Central Responsibility

1. The Board of Directors or a designated committee (“Board/Committee”) shall be responsible for monitoring all posts and social media content, and such monitoring shall include but not be limited to periodically checking the Association’s social media content.
2. All Board/Committee members shall be trained in the use of social media tools to ensure consistency in the treatment of posts.
3. The Board/Committee members shall be the only authorized parties to create new pages, feeds, groups, etc. on Association social networks.

4. No owner, guest, or tenant may create an account, page, or feed on behalf of the Association unless said owner, guest, or tenant is a member of the Board/Committee or is authorized to do so by the Board/Committee.

5. If a committee is designated by the Board to enforce this Policy, said committee members shall report to the Board at least once every month concerning the status of social media and coordinate with the Board as to postings and information to be broadcast via the Association's social media.

Use of Social Media by Owners

6. Association sponsored social media may only be accessed and used by owners within the community who will receive passwords and login information to access Association sponsored social media. The login information may not be shared with any non-owner and if disseminated, will be deemed a violation of this Policy.

7. Owners may post comments and information in relation to the pages, feeds, groups, and other information created by Board/Committee members.

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

- a. Vulgar language
- b. Inappropriate images, such as, but not limited to, pornography
- c. Personal attacks of any kind against any person
- d. Comments or content that promotes or perpetuates discrimination
- e. Spam or links to other sites
- f. Advocating illegal activity
- g. Promotes services, products, or political organizations
- h. Infringements on copyrights or trademarks
- i. Personally identifiable medical information
- j. Information that may compromise the safety, security, or proceedings of any legal action pertaining to the Association.

The Association reserves the right to remove any content the Board/Committee, in its sole discretion, deem inappropriate or harmful to the Association or any individual.

Content Management

9. Any posts in violation of this Policy may be deleted by the Board/Committee.

10. In the event any content is found to be contrary to this Policy, the owner posting such content will be deemed in violation of this Policy and subject to appropriate enforcement action in accordance with the Association's policy governing enforcement of the Association's

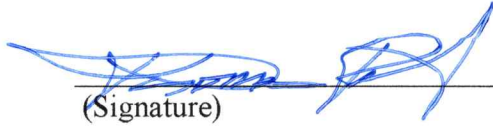
covenants, rules, and regulations, which may include fines (after notice and opportunity for hearing) or legal action. In the event an owner has violated this Policy more than three times within a 24 month period, such owner shall be removed as an allowed user and will no longer have access the social media site(s).

Amendment

11. This Policy may be repealed, supplemented or amended from time to time by the Board of Directors.

The undersigned hereby certifies that the foregoing Social Media Policy was adopted and made a part of the minutes of the meeting of the Board of Directors of the Association conducted on the 8 day of February, 2022

SERENITY RIDGE OWNERS ASSOCIATION



(Signature)

By: Thomas Putnam, its: President
(printed name) (office)