

MERCERTRIGIANI

SOCIAL MEDIA CONSIDERATIONS

Transparency and consistent communication are foundational to strong governance for common interest community associations. With the changing technological landscape and popularity of social media, more communication options are available to executive boards to lend support for conducting association business – but making the decision to use social media should not be taken lightly. When deciding whether to engage social media, community volunteer leaders should consider:



The current methods of communication being utilized.



Has the Board received feedback on the effectiveness of current communication methods?



What can be improved in current communication methods?



Identify alternative means of communication.



Budget – cost is money *and* time.



What are other communities doing?



Develop a policy.



What is the role of the platform? Part of greater communication policy?



Who is moderating and administering communication on the platform?



Is the communication method available to the public or limited to community members?



What content will be published? Consider *newsworthiness*.



Who has access to view, post and share content?



How will *personally identifiable information* be protected?



Know and understand social media platforms – security, rules for use, capabilities.



Confirm cyber and other liability insurance is in place.



Stay current on changes to laws impacting privacy.



Remember – Associations are required to provide a *reasonable, effective and free method, appropriate to the size and nature of the community* for owners to communicate among themselves and with the board of directors concerning the association. Consider how social media can be used – or should be used – to meet statutory mandates.



Condominium Act – Section 55.1-1950



Virginia Property Owners' Association Act – Section 55.1-1817