



SOCIAL MEDIA POLICY

Social media provides opportunities for Seville at Tradition HOA to communicate with its residents in a fun and positive environment. The intent of the association social media account is to keep residents updated on the latest events at Seville as well as promote community and provide a safe and engaging way for residents to connect and communicate. Residents with social media accounts are encouraged to interact with the association. These communications play a vital role in maintaining a positive reputation for the association, better serving the community and dispelling rumors.

Guidelines have been established for the use and content of association-managed social networks. The guidelines of this policy will be reviewed periodically and are subject to change at the discretion of the association.

Social media is not intended to be the main source of communication between the association and the resident. Association-related concerns and/or grievance should be communicated to the appropriate Team Member via e-mail. Direct messages via social media networks are not monitored. If you require immediate assistance for an emergency outside of business hours please utilize Campbell Property Management's Emergency Number. Any suspicious activity should be reported directly to the police.

Seville Property Manager, Lisa Paparella: seville@campbellproperty.com

Seville Lifestyle Director, Nicole Cummings: nicolec@campbellproperty.com

Campbell Emergency Line: (772)218-5405

Mattamy Warranty Issues should be directed to your dedicated warranty specialist.

While negative comments are acceptable, offensive or derogatory remarks and behavior will not be tolerated. Our goal is not to censor posts, however if the post or comments violate our social media policy, it is the decision of the administrator to respond and/or remove the post. If the post and/or comment is negative, we will respond and address the issue and or direct the user to the appropriate contact to address their concerns. If the given reply is not deemed satisfactory, one additional comment will be made to take the conversation offline.

Social Media Rules of Engagement:

- Be kind and courteous- We're all in this together to create a Welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required. Use courteous language, abusive, profane or threatening posts are strictly prohibited
- No hate speech or bullying - Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.
- No promotions or spam - Give more than you take in this group. Self-promotion, spam and irrelevant links aren't allowed.
- Association Communications - Association-related concerns and/or grievance should be communicated to the appropriate Team Member via e-mail. Direct messages via social media networks are not monitored. If you require immediate assistance for an emergency outside of business hours, please utilize Campbell Property Management's Emergency Number. Suspicious activity should be reported directly to the police department.
- Shared Media – Photographs, videos and voice recordings of employees, vendors, residents (both children and adults) without their consent are prohibited.
- Respect everyone's privacy - Being part of this group requires mutual trust. Authentic, expressive discussions make groups great but may also be sensitive and private. What's shared in the group should stay in the group.
- Think before you post - Remember, what happens on the internet, stays on the internet. Post information that is verifiably true. Misinformation can spread rapidly on social channels and quickly damage the reputation of others.

Please remember the best way to contact the Association to voice a concern or address an issue is via e-mail. This will ensure a quick response to your question and or concern. Social media is not monitored 24/7.

The Association reserves the sole discretion to remove comments that include: vulgar language; personal attacks; photographs and videos without consent of subjects, discrimination on the basis of race, creed, color, age, religion, gender, marital status, genetics, sexual orientation, disability, public assistance status, or national origin; unrelated or unapproved links to other sites; the encouragement or advertisement of illicit activity; infringement on legal copyrights or trademarks; inclusion of clearly identifiable personal medical or financial details; or other inappropriate content, as determined by the Lifestyle Director or Seville BOD.

Users violating the rules of engagement will be issued a warning. Repeat violations of this policy will result in removal from official association social media networks.