**Leisure Lake Membership Association**

 **Social Media Policy**

***The Official webpage is leisurelakepark.com and the Official Facebook page is Leisure Lake Park.***

Social Media is any form of online technology publication or presence that allows user-generated content for social interaction. The policy governs self-published content and commentary on social networking sites including social sharing, video/audio/photo sharing sites, blogging, forums, discussion boards, chat rooms, wikis and podcasts through the Web or Internet (Social Media).

**Authorized Social Media**

Authorized Social Media is used to convey information about Leisure Lake Membership Association. The Leisure Lake Membership Association must ensure that use of Social Media communications maintains our brand identity and reputation while minimizing actual or potential legal risks, whether used internally or externally Please note this policy covers all posted Social Media communications. The Leisure Lake Membership Association Social Media Policy applies to Officers, Trustees, Volunteers, the membership, vendors, contractors, and suppliers.

**General Provisions**

Official Leisure Lake Membership Association Social Media will be created, managed, maintained, and overseen by dedicated authorized Officers, Trustees and/or Volunteers who will be responsible for the purpose of conducting business and/or imparting information. Social Media communication shall be conducted in a professional manner.

**Rules and Guidelines**

Authorized Officers, Trustees and Volunteers will protect the privacy of the membership, vendors, suppliers, or any park related matter when communicating in any media including Social Media. Authorized Officers, Trustees and Volunteers are prohibited from disclosing personal information regarding the membership and any other proprietary and nonpublic information to which they have access. Such information includes, but in not limited to, personal membership and credit information, proprietary information about the Park business and operations, financial information, and strategic business plans.

Authorized Officers, Trustees and Volunteers are responsible for ensuring all Social Media accounts and information comply with the Leisure Lake Memberships written policies. They are authorized to remove content that is not meeting the rules and guidelines of this policy or that may be illegal or offensive. Removal of such content does not require advance warning to the membership. If an error has been communicated electronically, Authorized Officers, Trustees and Volunteers shall immediately notify the appropriate party of the error and the error shall be corrected and/or notice sent to parties receiving the electronic communication of the error.

The Leisure Lake Membership Association maintains Social Media sites that promote the Web site and catalogs including Facebook and Twitter.  Members, if they wish, can join, “like” or follow these sites.  Members may ask their friends and acquaintances to join, “like” or follow these sites.  If they have chosen to follow sites, we respectfully ask the members to comment, respond or post on the sites their positive camping experiences, photos and interact with other members on the sites.
While negative or disparaging information may be posted by the membership on Social Media sites, the Leisure Lake Membership Association authorized Officers, Trustees and Volunteers reserves the right to edit and/or remove such content and only authorized Officers, Trustees and Volunteers with permission may respond to posted requests for information.

The Leisure Lake Membership Association expects all members to abide by all rules and guidelines of this policy.

**Personal Social Media**

The Leisure Lake Membership Association respects the right of the membership to participate in Social Media as a medium of self-expression, self-publishing and public conversation and does not discriminate against members who utilize this media for personal interests and affiliations or other lawful purposes.  Members are expected to follow the guidelines and policies set forth in this policy to provide a clear line between you as the individual and you as the member. Leisure Lake Membership Association members may not advertise, sell, promote products, services or benefit monetarily from the use of our Social Media Site. Members who are not officially authorized to post on behalf of the Association cannot use LLMA owned equipment, including computers, licensed software, or other electronic equipment, nor facilities to conduct personal or business Social Media activities. Members shall not participate in any cost-per-click, pay-per-click, cost-per-action campaigns, search engine optimization activities that involve the Leisure Lake Membership Association.  Members may not bid on any items on behalf of the Association on any search engines or any other Internet sites to benefit monetarily. At no time shall any member create a Social Media site representing falsely that they are an “Official” Leisure Lake Membership Association site or act as a spokesperson for the Association without express permission from the Board of Directors.  Anonymous postings about the Leisure Lake Membership Association are not permitted. Members cannot use their personal or business Social Media sites to harass, threaten, discriminate, or disparage against the Leisure Lake Membership Association its Officers, Trustees, Volunteers, other members, vendors and suppliers or anyone associated with or doing business with the Leisure Lake Membership Association. If you choose to identify yourself as a member of the Leisure Lake Membership Association online, please understand that some readers may view you as a spokesperson for the Association.  Because of this possibility, we ask that you expressly state in your personal Social Media sites that your views expressed in Social Media accounts are your own and not necessarily those of the Leisure Lake Membership Association, nor of any person or organization affiliated or doing business with the Association. Please be aware that if others (friends, followers, tweeters, etc.) post negative or disparaging posts on your personal and business accounts about the Leisure Lake Membership Association you are legally responsible for these posts.  We ask that the negative or disparaging posts about the Association be deleted.
If contacted by the media or press about a personal or an Association related post that relates to the Leisure Lake Membership Association, members are required to always speak with the authorized Officers, Trustees or Volunteers before responding.
If no longer a member of the Leisure Lake Membership Association, we respectfully request that this policy be followed.

**Monitoring**

The Leisure Lake Membership Association reserves the right to monitor for postings that may be potentially damaging or that may constitute unauthorized disclosure of personal information.  Authorized Officers, Trustees and Volunteers review the content on the Association Social Media.  Members shall have no expectation of privacy when using Park equipment/facilities.
All deleted communications or posts are still accessible internally.

**Violations**

The Leisure Lake Membership Association investigates and responds to all violations of the Social Media policy and other related policies.  The Association reserves the right to take legal action where necessary against members who engage in prohibited or unlawful conduct.  Unlawful activity may be prosecuted, and any material or legal costs incurred may be sought against members because of a breach of LLMA policy.