

**ATTACHMENT 9**

**THE ENCLAVE RESIDENTIAL COMMUNITY, INC.**  
**SOCIAL MEDIA POLICY**

Terms used but not defined in this policy will have the meaning subscribed to such terms in that certain Declaration of Covenants, Conditions and Restrictions for The Enclave, recorded in the Official Public Records of Dallas County, Texas, as the same may be amended from time to time.

1. Background. The Enclave is subject to that certain Declaration of Covenants, Conditions and Restrictions for The Enclave, recorded in the Official Public Records of Dallas County, Texas, as amended ("**Declaration**"). In accordance with the Declaration, The Enclave Residential Community, Inc., a Texas non-profit corporation (the "**Association**") was created to administer the terms and provisions of the Declaration. Unless the Declaration Applicable Law expressly provides otherwise, the Association acts through a majority of its board of directors (the "**Board**"). The Association is empowered to enforce the covenants, conditions and restrictions of the Declaration, Certificate, Bylaws, Community Manual, and the Design Guidelines (if adopted), as each may be amended from time to time, and any rules and regulations promulgated by the Association pursuant to the Declaration, as adopted and amended from time to time (collectively, the "**Documents**").

The Board has determined that the Association may benefit by utilizing social media such as Facebook, Twitter, LinkedIn, Nextdoor, Meetup, various community blogs and other similar media for the purpose of providing information concerning community events, governance, meetings, discussion forums, community advertisement, and other similar information. "Social media" is defined as certain forms of electronic communication (such as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other electronic content, such as audio and video files. The Board has also determined that social media is a powerful communications tool that may have a significant impact on the Association and its members - both positively and negatively - if not properly utilized.

Therefore, the Board hereby adopts this policy to establish reasonable guidelines, expectations, and rules for using any social media sponsored by the Association or the use of social media while serving in the capacity as an officer or director of the Board, in order to protect the Association's and individual owners' reputations, to disseminate accurate information and to foster community by moderating the tone and civility of the interactions on social media by individuals purporting to speak on behalf of the Association or on an official position of the Association, whenever possible (the "**Social Media Policy**").

To the extent any provision within this Social Media Policy is in conflict with the Documents or any other Applicable Law, the contrary provisions in the Documents or Applicable Law shall control and such conflicting provision shall be modified to comply therewith. Terms used in this Social

Media Policy, but not defined, shall have the meaning subscribed to such term in the Documents.

2. Central Responsibility. By resolution of the Board, a committee shall be formed consisting of three (3) Members of the Association (who are not also on the Board) who shall be appointed by and serve at the pleasure of the Board (the "Social Media Committee"). The Social Media Committee shall be responsible for monitoring all posts and social media content. Committee members will view all posts at least once each weekday and periodically check on weekends, and increase the frequency of viewing in the event of a "hot topic" trending consisting of numerous posting on a singular topic. All members of the Board and the Social Media Committee will be trained in the use of social media tools to ensure consistency in the treatment of posts. Unless otherwise directed by the Board, Members of the Social Media Committee, acting only upon specific resolution of or other formal directions from the Board, shall be the only authorized parties to create new pages, feeds, groups, etc. on Association social networks and to respond to posts to correct misinformation or to moderate tone or civility regarding a particular topic. No Member of the Board or the Social Media Committee shall participate in any social media in such individual's capacity as a member of the Board or the Social Media Committee or purport to communicate an official position of the Association without permission or direction from a majority of the Board. The Social Media Committee members shall report to the Board at least once every month concerning status of social media and coordinate with the Board as to postings and information to be broadcast via the Association's social media.
  
3. Use by Owners of Official Association-Sponsored Social Media. Any official Association-sponsored social media may only be accessed and used by Members of the Association or tenants or other residents registered for such purpose with the Association who will receive passwords and login information to access such Association-sponsored social media ("Registered Users") by the administrator thereof. The login information may not be shared with any non-Member or other non-Registered Users and if disseminated, will be deemed a violation of this Social Media Policy and subject to enforcement action pursuant to the Association's Fine and Enforcement Policy. All Registered Users may post comments and information in relation to the pages, feeds, groups and other information created by the Social Media Committee, so long as such postings and information comply with this Social Media Policy. Postings containing any of the following items are prohibited and will be deemed a violation of this Policy:
  - Vulgar, coarse or other forms of uncivilized language which are used purposely to shock, attack, degrade or offend another
  - Inappropriate images, such as, but not limited to, pornographic or other degrading photographs, videos or images
  - Personal attacks of any kind
  - Comments or content that promotes or perpetuates discrimination
  - Spam or links to other sites for commercial purposes or personal gain
  - Support or encouragement of illegal activity
  - Promotion of services, products or political organizations or candidates
  - Infringements on copyrights or trademarks
  - Identifiable personal medical or financial information
  - Malicious and false statement damaging to a person's reputation

- Information that may compromise the safety, security, or proceedings of any legal action pertaining to the Association
4. Content Management. The Association reserves the right to delete and/or respond to any content that the Board or the Social Media Committee has deemed inappropriate or harmful to the Association or any individual, as determined in the sole discretion of the Board. In the event any content is found to be contrary to this Social Media Policy, the owner posting such content will be deemed in violation and subject to appropriate enforcement action in accordance with the Association's Fine and Enforcement Policy, including fines, suspension of the use of the Common Areas and/or legal action where appropriate. In the event an owner has violated this Social Media Policy more than three (3) times within a twenty-four (24) month period, the login and password for such Register User shall be de-activated and such user shall no longer be permitted to access to any restricted area or post information on any Association-sponsored social media site(s).
  5. Amendment. This Social Media Policy may be repealed, supplemented or amended from time to time as determined in the sole discretion of the Board.