

Heritage Ranch Website Guidelines

The Heritage Ranch Website is an effective means of collecting and distributing information to Heritage Ranch (HR) residents. These Guidelines describe the way the Website will be used.

1) Purpose:

The HR Website has been created to house reference documents (permanent information) and to act as an information source (current and immediate information) for HR residents. The official website of HR Homeowners' Association shall be identified as www.heritagerranchhoa.com. The website shall be used for the posting of announcements, information and operational data regarding HR. The website is not designed nor will it be used as a vehicle for controversial issues including, but not limited to, **the expression of religious or political views, homeowners' business or personal promotions, solicitations for donations, personal opinions, and resident commentaries or open-forum discussions.**

2) Authorization:

The HOA Board shall maintain overall authority over content, format, inclusions, changes, and modifications to the website. The HOA Board may employ a website Coordinator for the operation of the HR website. The HOA Board shall delegate authority to the Communications Committee for overseeing the operation of the website. In turn, the Communications Committee will appoint Designated Alternates to work with the Website Coordinator.

The HOA, the Communications Committee, or the Website Coordinator and/or Designated Alternate reserve the right to deny the request to post material it deems inappropriate.

- a) Permanent information is authorized by the HOA Board with recommendations from the Communications Committee.
- b) Current information is authorized by the Communications Committee, Website Coordinator or Designated Alternate.
- c) Immediate information is authorized by the Communications Committee, the Website Coordinator or Designated Alternate.

3) Definition of Terms:

- a) **Permanent information** shall consist of Governing Documents to include but not limited to:
 - CC&Rs
 - Bylaws
 - Rules & Regulations
 - Architectural & Landscaping Requirements & Guidelines
- b) **Current information** shall consist of the topics that change frequently or periodically. These topics are generally represented by website buttons or items on dropdown menus under the buttons. The website buttons/items may be changed as needed by the website coordinator and/or designated representatives.



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Current information includes the contact information on residents' profiles: names, address, phone number, email address, etc. The resident is responsible for making changes to his/her profile as necessary. This information shall follow the same limitations as all other data on the website: **there will be no expression of religious or political views, homeowners' business or personal promotions, solicitations for donations, personal opinions, and resident commentaries or open-forum discussions.**

- c) **Immediate information**, also called Dedicated Emails or Blasts shall consist of written comments, announcements, or alerts that affect the community. These will be distributed to HR residents through a mass email procedure. A dedicated email is defined as only one information item on a mass email.
- d) The **Website Coordinator** and/or Designated Alternate oversee the activities of the website, and provide guidance to those residents who request assistance in using the website.
- e) A **resident** is the primary owner(s) or lessee of the home located within the confines of the HR community; excluding adult children living in the home.

4) Use of the Website

Certain areas of the website are restricted to residents' access only. Resident users must register on line before he/she is able to Sign In for the first time. Once a resident has registered they must Sign In with each subsequent visit to the website in order to view the password protected pages. The Resident Directory, Financial Data and meeting minutes are examples of these pages.

Resident telephone numbers and email addresses are listed in the Heritage Ranch HOA Web Page Directory. This information is password protected. If the resident does not wish their information in the directory to be accessible (viewable) to other residents, the checkmark next to the specific data must be removed on the resident's Profile Page.

Note: As a resident, it is possible to hide all or part of your contact information. However, please be advised information will be accessible to authorized personnel, such as the Website Coordinator and Alternates.

The residents' choice to hide their contact information will in no way effect their ability to receive current information notices sent from the website.

Guidelines for Submitting Current Information for Publication

- a) Information for the HR website can be submitted by individual residents and/or designated representatives of HOA approved Groups, Clubs, Classes or Organizations.
- b) All articles submitted for posting on the website shall contain essential and concise information submitted in electronic format such as Word, Word Perfect, PDF, etc. However, if a resident does not have the computer capability to do so, a written request for posting information is acceptable.

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- c) All articles submitted for posting on the website shall contain the name, telephone number, and the email address of the contact person.

Guidelines for Immediate Mass Mailings – Email Blasts

All articles submitted for immediate mass emailing shall contain the name, telephone number, and the email address of the contact person.

Obituaries will be sent out as a dedicated Email Blast. Obituary notices are limited to current HR residents. Information must be submitted by a family member or a person authorized by the immediate family. The Website Coordinator or Designated Alternate will verify the information before publication. A few words related to Heritage Ranch activity may be included, with approval of the family.

In most cases, Clubs and Organizations with a roster of members will be responsible for the dissemination of their own information and should maintain email lists specific to the organization. Exceptions to this policy will be those activities or groups that do not have a list of members, or the activity includes an open invitation or an announcement to all or a majority of HR residents (examples: Garden Club, Book Club, Romeos, Red Toppers, Ladies Lunch Bunch, etc.). Such notices or alerts shall affect the well being of all HR residents and will consist of essential community information of a one-time nature, e.g., water or gas shut off. These blasts may also contain information of HR activities for HR residents.

The mass email for these activities shall contain the following information: name of speaker and contact person including telephone number and/or email address. Due to available resources, Mass Email involving this type of information is limited to one email per activity or announcement. **If necessary, editing and/or reformatting will be done to meet website guidelines.**

The Communications Committee has a responsibility to support activities organized by the Community Management Activities Coordinators. These Major HOA Activity Events (usually revenue generating events) may require more than one “mass” email, to include a “dedicated” email Major HOA Activity Events will be allowed a total of three “mass” emails (one dedicated and two combined with other messages). The sequence and timing of one dedicated and two combined “mass” emails are at the discretion of the Activities Committee. A list of Major HOA Activity Events for the upcoming year will be furnished by the Activities Committee by December 31 to the Communications Committee for approval.

HOA Activity Sponsored Events may have two “mass” emails per event. In this case the “mass” emails may be combined with other messages. A list of HOA Activity Sponsored Events for the up-coming year will be furnished by the Activities Committee by December 31 to the Communications Committee for approval.

Guidelines for Classified Ads

The Classified Ads section of the website is to provide HR residents with a vehicle to sell, borrow or buy items within the HR community. The classified section is restricted to HR

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residents' personal use only. It is not to be used by residents or outside vendors for business selling or advertising, with the exception of homes for sale.

Homeowners' classified ads for items for sale, items/services wanted, or lost and found will be entered online by the individual resident using the Homeowner's Classified button. The resident should limit the "number of days to be displayed" to 30 days. The ad should be deleted by the resident after the sale has taken place. If the item has not sold within 30 days, the ad will roll off and must be reentered by the resident, if desired.

Residents are limited to placing one ad per day per category (items for sale, items/services wanted, or lost and found) in the classified section. Multiple items, their description and prices may be listed in the one ad.

Guidelines for ad placement in the Homes for Sale Classified Section

Registered Members:

Members, who are registered on the HOA Web Site, may list their home for sale in the Homes for Sale in Heritage Ranch section of the website Classifieds. The ad may include a description of the home, selling price, a contact name and a contact phone number or email address. A maximum of two (2) pictures may be submitted to the website administrator, as directed by the website, to be placed within the ad. The picture will normally be inserted into the ad within two (2) business days.


Realtors:

Realtors may email a WORD document containing a description of the home, a selling price, a contact phone number or email address, along with a maximum of two (2) pictures of the home to the website administrator as directed on the website. The ad and pictures will normally be placed on the website within two (2) business days.

Additional Guidelines for ad placement:

1. A realtor must supply the ad, which must comply with the TREC guidelines.
2. Duplicate ads by Registered Members and Realtors will not be allowed.
3. The Website Administrator reserves all rights to alter ads for content and/or remove ads deemed not appropriate for the website.
4. All ads will be allowed to be posted for thirty (30) days. After thirty (30) days, the ad can be reposted upon request.
5. If a home is sold, the ad must be removed from the site promptly.

Approved by the Heritage Ranch HOA Board of Directors:


Charlie Henkle, President

12/15/2011
Date