

## Posting Policy for Website and Stay In The Loop

With the addition of the amenities and the usual increase in events and activities as more of our Homeowners return, the number of website postings and email sent has increased dramatically. It has become necessary to establish some guidelines and policy regarding both the frequency of email blasts and website updates.

Our webmasters are volunteers and spend a great deal of time and effort to assure the continued improvement in the communication process. The following are required as these activities are not instantaneous and take time. Also, if the document is to be posted on the website, the website has to be updated first to establish the link address, prior to sending out a Stay In The Loop (**SITL**) e-News/Email, that contains the referenced website link. We also want to be sure that all information is correct and timely. Last minute postings dramatically increase the possibility of errors and do not allow for any corrections, thus delaying the posting.

The **exception** includes Board of Directors/HOA, notices, announcements, Board agenda or other HOA Board related information, Patrol messages and other urgent announcements. These will be handled and posted as quickly as possible.

**For any time sensitive information: Please make sure you plan ahead and submit your document early to allow for changes if needed.**

### Website posting and SITL e-News Schedule

- Website - twice per week – Mondays and Thursdays
- SITL - twice per week – Tuesdays and Fridays
- Deadlines
  - ✓ Monday 4:00 pm for Thursday (website posting) and Friday SITL email
  - ✓ Wednesday 4:00 pm for Monday (website posting) and Tuesday SITL email

### Golf, Fitness, Tennis and Pickleball e-News Lists

- Emails will be sent on Wednesdays of each week (on an every other week basis) to the appropriate amenity email address list. More general announcements will also be sent to the SITL list and posted
- Deadlines:
  - ✓ Thursday 4:00 pm for Monday (website posting) and Wednesday SITL email

### Distribution Lists for e-News:

Homeowners may sign up for one or more e-News lists. The general SITL list contains the majority of homeowners in IronOaks. The amenity lists contain those homeowners who signed up for specific amenity specific e-News. A person on an amenity list is not necessarily on the SITL e-News list.

- Stay In The Loop (SITL) – all homeowners who have signed up for the SITL e-News
- Golf - homeowners who sign up for the Golf e-News
- Tennis/Racquet Club – homeowners who signed up for the Racquet Club e-News
- Fitness – homeowners who have signed up for Fitness e-News
- Pickleball – homeowners who have signed up for the Pickleball e-News.

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### Posting Requirements

- **All posting/email information is to be sent to the Communications Director** ([director@slhoa3.com](mailto:director@slhoa3.com)) by the designated individual for that Committee, Department (staff), or Board member.
- **All submitted items will be reviewed** for suitability for posting. The Communications Director and the General Manager reserve the right to refuse to post anything submitted that they feel is inappropriate, unsuitable or not beneficial to the IronOaks community or the IronOaks HOA. Postings for the greater Sun Lakes Community will be placed in the respective community section of the IronOaks website or SITL. Guidelines for review and acceptance of organizations or groups not associated with the IronOaks HOA (e.g. Committees or IronOaks Amenities):
  - ✓ Postings are to be informational to include name of sponsoring organization, time, place, topic and brief description of the event.
  - ✓ Specific opinions, political positions, or statements are not to be included.
  - ✓ Commercial advertisements or want ads are not acceptable, unless specifically agreed to by the General Manager or Board.
  - ✓ Commercial events or meetings held in IronOaks must be specifically agreed to by the IronOaks HOA before posting.
  - ✓ Activities/events that are not directed to the greater Sun Lakes community and are not in IronOaks will be limited to certain recognized charities or organizations.
  - ✓ Requests for posting must be made by an officer of the organization and include their title, complete name, address email address and phone number.
  - ✓ If the submitted request needs editing or layout changed, the changes must still meet the stated deadlines to be posted.
  - ✓ Requests that continually require changes or corrections can result in a ban on posting.
- **Specify the audience for the posting.**
  - ✓ Website only (no e-News to be sent)
  - ✓ Website and SITL (all homeowners)
  - ✓ Website and the specific Amenity list (specify Golf, Tennis, Fitness, Pickleball)
  - ✓ Website, SITL and the specific Amenity list (specify Golf, Tennis, Fitness, Pickleball)
- **All material will be considered ready to post or included in an email blast.**
  - ✓ A separate document as a file attached to an email.
  - ✓ For Word documents (use of fonts and set up) see: <http://www.ironoakshoa.org/Home/WebsiteInformation/WordDocumentPosting.html>
  - ✓ If pictures are included or embedded within a document, they should also be sent as separate files (.jpg, .tif, or .gif). The pictures are needed separately for inclusion in the SITL eNews.
  - ✓ The document must be spell and grammar checked.
  - ✓ Submitted content will not be edited. If an obvious error is found or something is unclear, or not suitable, the submission will be returned. **Please make sure you submit your document early for time sensitive information.**
  - ✓ Contact information (name, email, and phone number) should be included with the article in the event there is an error and someone needs to be contacted.
  - ✓ If links are included they should be checked that they are correct and active.

### **Posting Policy for Website and Stay In The Loop**

- ✓ If set up in MS Publisher, include that format (.pub file). Adobe \*.pdf files should be avoided. If a minor correction is required a \*.pdf file cannot be edited. The webmasters will convert the document to \*.pdf if required.
- ✓ Do not use the space bar to align text. Set up and use tabs,.
- ✓ If at all possible, keep the message to a single page and avoid that extra single sentence on an additional page.
- ✓ Avoid the use of acronyms or abbreviations. If they are to be repeated in the document, use the complete wording first so the reader will then know what the letters mean. For example, Architectural Landscape Committee (**ALC**).
- ✓ Avoid the use of superscript such as the rd in 3<sup>rd</sup> or 1<sup>st</sup>
- ✓ Use a Watermark to indicate if the document is a draft or a proposed change and the length of time (days) the posting/review is to end.
- ✓ Include a 1 to 2 sentence summary of the topic in the email. This may be used in the e-News if a link is needed to the website.
- ✓ Include the desired posting or email date and estimated life for a posting. Obviously, for an activity with a specified date, the posting will be removed after that date. If we miss one let us know!

If you need help in setting up a template, we will help you set one up.