

HILTON HEAD PLANTATION PROPERTY OWNER'S ASSOCIATION, INC.

GUIDELINES FOR THE HHPPOA WEBSITE

Statement of Policy:

Hiltonheadplantation.com is the Internet address for a publication of the Hilton Head Plantation Property Owners' Association Board of Directors. It is published for the primary purpose of providing information to the residents of Hilton Head Plantation. In keeping with the Guidelines for *Plantation Living*, it is not intended to be a competitive news instrument in terms of general outside news reporting, nor will it contain editorial opinion on issues and controversies. In general terms, a greater priority is given to time-sensitive events, POA activities, classes, and programs presented in as interesting and positive a manner as possible. It is supported financially in part by advertising, (generally local in nature), by assessment income from all dwelling units and entity members in the Plantation through the annual budget process. Its publication is one of the functions of the POA's Department of Communications, under the direction of the Communications Coordinator, in accordance with policy guidelines adopted by the Board of Directors. The Communications Coordinator under the supervision of the General Manager serves as the editor of HHPPOA Website and will have the discretion to choose the content within these guidelines.

Content relating to the Plantation Board of Directors, its communities, policies and procedures are under the direction of the Board and its paid staff. All Website content concerning operation of the POA will be written and edited by the paid staff, Board members or committee chairpersons at the request of the Board.

Items covering other than official HHPPOA information (such as pets, transportation, education, gardening, etc.) may be posted as deemed appropriate by the editor and as space permits, following all previously established guidelines for the HHPPOA Website.

General Content:

It is the intent of the HHPPOA web site to provide information 24 hours a day, seven days a week, as a service to our residents, property owners, and web site guests. HHPPOA Website will, in general, cover the following subjects as to content with this listing being not all inclusive or prioritized, but generally typical:

1. News releases and announcements for the HHPPOA Recreation Department relative to programs, classes, pool operation, etc.

HHP Guidelines *continued...*

2. News releases relative to the HHPPOA, such as annual meetings, special meetings of the members, regular Board meetings, committee meetings, and special community projects sponsored by the POA.
3. Calendar of events - recreation, Board meetings, etc.
4. Advertising, **without community endorsement**. Non-HHPPOA advertising will be accepted on a space available basis for the sale of tangible goods and for professional business and commercial services. Material not acceptable for paid advertisement includes, but is not limited to, political, social, or policy activist advertising, policy critiques, material deemed divisive, illegal or immoral. Payment for all ads is due upon receipt of invoice (see Exhibit A for ad rates). Cancellations will be accepted before the 20th day of the month prior to month of publication; cancellation after the 20th will be accepted only if time and circumstances allow. The Communications Coordinator has the right to refuse advertising that in their sole judgment does not meet the criteria outlined in these guidelines.
5. HHPPOA Website provides:
 - a. Residents and visitors with a selection of the most widely used HHPPOA documents and forms as a convenience and a reference.
 - b. A marketing tool for Hilton Head Plantation by providing visitors with a positive overview of the Hilton Head Plantation to include: items on governance, services, amenities, environment and property value protection.
 - c. Residents and visitors with a convenient method of communicating with the POA Staff and the Board of Directors through the use of email and the listing of a telephone directory of commonly used numbers.
 - d. Links to commonly used Websites for the convenience of our residents. The appropriateness of such links is at the sole discretion of the Communications Coordinator.
 - e. A process for residents and property owners to secure passes for their guests.