



StillWaters Residential Association

Constant Contact Policy

Board Adopted 10/21/2025

I. Purpose

Ensure effective, consistent, and legally compliant communication with SWRA residents and homeowners.

II. Scope

Applies to all staff and board members using Constant Contact for SWRA communications.

- Authorized Use
- Constant Contact may only be used for official Association business, including:
- Community announcements
- Newsletters
- Meeting notices/agendas
- Emergency alerts
- Event invitations
- Surveys/feedback requests
- Resident obituaries

Note: Personal, political, or commercial use is prohibited.

III. Content Standards

- Information must be accurate, relevant, professional, and respectful.
- Approval required by the General Manager, Associate Manager, or a Board member.
- No personal opinions, endorsements, inflammatory content, or private homeowner data without permission.

IV. Subscriber Management

- Use only opt-in lists.
- Respect unsubscribe requests.
- Regularly remove invalid, bounced, and unsubscribe emails.

V. Legal Compliance

All communications must comply with the CAN-SPAM Act, including clear opt-outs, accurate sender identification, and valid subject lines.

VI. Prohibited Use

- Personal or non-SWRA messages
- Purchased/third-party contact lists
- Any non-Association business

VII. Training & Support

- Access granted only after training. Ongoing training may be required.
- Violations
- May result in revoked access, disciplinary action, or Board/legal review.