

Subject: Rossmoor Websites: Rossmoor.com, MyRossmoor.com, RossmoorNews.com and RossmoorTV.com

Purpose: To Establish Policy for Utilization of the Rossmoor Websites

Rossmoor has four websites on the Internet: Rossmoor.com, MyRossmoor.com, RossmoorNews.com and RossmoorTV.com. Rossmoor.com is the official website for the community of Rossmoor Walnut Creek.

Websites

Rossmoor.com plays a major role in marketing Rossmoor to prospective residents by providing information about Rossmoor Walnut Creek, its facilities, types of homes, amenities, services and location. The site also features details about how Rossmoor works, photo galleries, videos, and a section on local real estate agents and brokers. The goal of the website is to help guide users to visit or buy in Rossmoor.

MyRossmoor.com is the website dedicated to providing information to Rossmoor residents, including links to the resident logins for transactional services in golf, recreation and fitness, as well as guest and gate pass management. The site includes information about RWC and Mutual governance, public safety, communications, clubhouses, service order desk, alterations and resales, transportation, clubs and sports, counseling services, staff phone numbers and much more.

RossmoorNews.com is the official website for the Rossmoor News and is updated weekly with the e-edition of the newspaper. The website also includes an Archive of editions going back five years.

RossmoorTV.com is the official website for Rossmoor Television and home to the livestreaming and OnDemand programming for Rossmoor's on-site community television station. This same programming is broadcast on Channel 1083 in the homes in Rossmoor.

Operations

1. Website policies are established by the Rossmoor Walnut Creek Board of Directors.
2. The website operations are directed by the designated senior manager, who reports to the General Manager.
3. The Communications Department is responsible for (1) the content management, (2) regular maintenance, (3) design and (4) security of the websites. The designated senior manager's responsibilities include ensuring the websites are ADA compliant and preparing budget recommendations.

Content

4. Priority on the MyRossmoor.com and RossmoorNews.com websites is given to items that inform the residents of activities and information about the community.
5. Judgment of what to publish on the websites is within the jurisdiction of the designated senior manager insofar as it conforms with the written policy of Rossmoor Walnut Creek. If, in the judgment of the designated senior manager, there is a need for interpretation of policy, the matter shall be referred to the General Manager who shall make a determination, or who shall refer the matter to the President of Rossmoor Walnut Creek for a final decision. The President may call upon others, including legal counsel, for consultation.
6. Advertising sold on the websites is subject to the approval of the designated senior manager, who shall have the right to reject, in whole or part, any advertisement that is not consistent with the best interests and/or policies of Rossmoor Walnut Creek. Advertising may be rejected by the designated senior manager if it is deemed illegal, in bad taste or inimical to the interests of the community or residents of the community.

Authority: Policy

7/30/98

4/25/02 Rev.

2/24/11 Rev.

1/4/23 Housekeeping

5/14/25 Housekeeping

4/30/26 Rev.