

### Rules for Using the Urgent PSA-Style Message System:

1. **Emergency-Only Use:** The system will be used strictly for urgent matters such as severe weather warnings, safety alerts, power outages, or critical neighborhood updates (e.g., road closures, water service interruptions).
2. **Authorized Announcements:** Only authorized HOA Board members or designated administrators are permitted to send messages. This ensures that the information shared is accurate, timely, and relevant.
3. **Non-Emergency Information:** This platform will not be used for event promotions, marketing, or other non-urgent updates. It is reserved solely for critical communication to maintain the system's effectiveness.
4. **Controlled Frequency:** To avoid overuse, the system will only be used when absolutely necessary. Overuse could result in members ignoring important alerts.
5. **Clarity and Brevity:** Messages will be concise and clear, ensuring that residents understand the urgency and necessary actions. Examples of appropriate messages are listed at the end of this document.
6. **Opt-In/Out Flexibility:** Participation in the alert system is voluntary. Residents may opt in or out at any time, although we highly encourage everyone to remain subscribed for critical updates.
7. **Follow-Up Information:** For additional details, residents will be directed to the HOA's official website, email, or Facebook group rather than receiving multiple text messages.
8. **Test Messages:** Periodic tests of the system will be conducted to ensure proper functioning. Residents will be notified in advance when a test is scheduled.
9. **Message Logging:** All messages sent will be logged to ensure transparency and accountability in communication.
10. **Privacy Protection:** Your phone number will only be used for urgent HOA messages and will not be shared with third parties or used for any other purposes.

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We hope this system enhances our neighborhood's safety and communication during emergencies. If you have any questions or concerns, please don't hesitate to contact the HOA Board.

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### 20 Good Examples of Appropriate Uses for the Urgent PSA-Style Message System:

1. **Severe Weather Alerts:** Tornado warnings, hurricane updates, or flash flood alerts.
2. **Power Outage Notification:** Neighborhood-wide power outages with expected restoration times.
3. **Water Main Break:** Announcing a disruption in water service due to a water main break.

4. **Road Closures:** Immediate notification about street closures within or near the neighborhood.
5. **Suspicious Activity:** Reporting confirmed suspicious behavior or criminal activity near the community.
6. **Wildlife Sightings:** Alerting residents of dangerous wildlife (e.g., bears or coyotes) spotted nearby.
7. **Planned Utility Outages:** Informing residents of scheduled power, water, or internet outages.
8. **Boil Water Advisory:** Notifying residents of contaminated water and the need to boil water before use.
9. **Fire Evacuation Alerts:** Urgent alerts for nearby fires that may impact the neighborhood.
10. **Amber Alerts:** Sending notifications when an Amber Alert is active in the area.
11. **Lost Pet Alerts:** Notifying neighbors of a missing pet, especially if it's been sighted in the area.
12. **Hazardous Material Spill:** Warning residents of a chemical or hazardous spill that could pose a danger.
13. **Missing Person Alert:** Communicating a neighborhood-wide search for a missing child or vulnerable adult.
14. **Gas Leak Warnings:** Informing residents of a gas leak or evacuation due to hazardous conditions.
15. **Neighborhood Lockdown Notices:** Alerting residents if law enforcement advises them to stay indoors due to a local threat.
16. **Snow/Ice Warnings:** Informing neighbors of severe snow or ice conditions that make travel dangerous.
17. **Community Evacuation Alerts:** Notifying residents of mandatory evacuations due to natural disasters (e.g., hurricanes or floods).
18. **Neighborhood Vandalism Alert:** Warning residents after acts of vandalism are discovered.
19. **Tree Down or Road Blockage:** Alerting residents of fallen trees or debris blocking neighborhood roads.
20. **Public Health Advisory:** Sharing urgent health-related information like water contamination or air quality alerts.

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These examples focus on urgent, time-sensitive matters that impact the safety and well-being of the neighborhood, ensuring that the system is used effectively without overwhelming residents with non-essential updates.