

# **Easton Housing Authority**

## **Social Media / Media Policy**

### **Traditional Media Communication**

From time to time it may be appropriate or required of the Easton Housing Authority (EHA) to communicate with various media outlets. The Chairperson or Executive Director is authorized to speak on behalf of the EHA in these instances. This authority can be delegated or shared at the Chairpersons/ Executive Directors discretion. In all instances any communication with media outlets should be shared with the remaining Board members as soon as possible.

### **Electronic and Social Media Communication**

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, the EHA may consider using social media tools to reach a broader audience. The EHA encourages the use of social media to further the goals of the EHA and its missions, where appropriate.

The EHA has an overriding interest and expectation in deciding what is “spoken” on behalf of the Authority on social media sites. This policy establishes guidelines for the use of social media.

The EHA realizes that employees, associates and board members may participate in social medial communication on their personal time and recognizes the rights of those employees, associates and board members as individuals. In no instance should an employee, associate or board member speak on behalf, or infer they are speaking on behalf, of the EHA without the direct permission of the Chairperson/Executive Director. The EHA strongly encourages employees, associates and board members not to comment on matters being discussed about the Authority on social media. If an employee chooses to participate in such a communication the employee, associate or board member will be held accountable to this policy. Violation of the policy could result in disciplinary action, including termination.

### **General**

1. All EHA social media post will be subject to approval of the Executive Director
2. The EHA website (<http://www.eastonhousing.net>) will remain the EHA’s primary and predominant internet presences.

The best and most appropriate EHA uses of social media tools fall generally into two categories:

- A. As channels for disseminating time-sensitive information as quickly as possible.  
(example: emergency information)
- B. As marketing/promotional channels which increase the Authority's ability to broadcast its message to the widest possible audience.
3. Wherever possible, content posted to EHA social media sites will also be available on the EHA website.
4. As is the case for EHA web sites, The Executive Director will be responsible for the content and upkeep of any social media sites.
5. EHA social media communications shall comply with local, state and federal ethics rules and policies.
6. Users and visitors to social media sites shall be notified that the intended purpose of the social media communications is to serve as a mechanism for communications between the EHA and members of the public, EHA social media communication containing any of the following forms of content shall not be allowed:
  - A. Comments in support of or opposition to political campaigns or ballot measures;
  - B. Profane language or content;
  - C. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
  - D. Sexual content or links to sexual content;
  - E. Conduct or encouragement of illegal activity;
  - F. Information that may tend to compromise the safety or security of the public or public systems; or
  - G. Content that violates a legal ownership interest of any other party.
7. The Easton Housing Authority reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.

Signature\_\_\_\_\_ Date\_\_\_\_\_

Board approved 10/10/2017

