

Social Media Policy

POLICY

This policy provides guidance for Employee and Board Member use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

PROCEDURES

The following principles apply to professional use of social media on behalf of the Cohoes Housing Authority as well as personal use of social media when referencing the Cohoes Housing Authority.

- Employees and Board Members need to know and adhere to the Cohoes Housing Authority's Code of Conduct, Employee Handbook, and other Housing Authority policies when using social media in reference to the Cohoes Housing Authority.
- Employees and Board Members should be aware of the effect their actions may have on their images, as well as the Cohoes Housing Authority image. The information that Employees and Board Members post or publish may be public information for a long time.
- Employees and Board Members should be aware the Cohoes Housing Authority may observe content and information made available by employees and board members through social media. Employees and Board Members should use their best judgment in posting material that is neither inappropriate nor harmful to the Cohoes Housing Authority, its employees, or residents.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees and Board Members are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Executive Director.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees and Board Members should refer these inquiries to authorized the Executive Director.
- If Employees and Board Members encounter a situation while using social media that threatens to become antagonistic, Employees and Board Members should disengage from the dialogue in a polite manner.
- Employees and Board Members should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees and Board Members should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.

- Social media use shouldn't interfere with employee's and Board Member's responsibilities at the Cohoes Housing Authority. The Cohoes Housing Authority computer systems are to be used for business purposes only. When using the Cohoes Housing Authority computer systems, use of social media for business purposes is allowed (ex: Facebook, Twitter, and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law, after-hours online activity that violates the Cohoes Housing Authority's Code of Conduct or any other Housing Authority policy may subject an employee to disciplinary action or termination.
- If Employees or Board Members publish content after-hours that involves work or subjects associated with the Cohoes Housing Authority, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the Cohoes Housing Authority's positions, strategies or opinions."
- It is highly recommended that Employees and Board Members keep the Cohoes Housing Authority related social media accounts separate from personal accounts, if practical.

Name (print)

Signature

Date