

<b>Policy #:</b> 15.02	<b>Policy Category:</b> External Affairs	<b>Title:</b> Social Media Policy
<b>Purpose and Scope:</b> To establish corporation policy regarding the use of social media for employees, board of directors and for those authorized to post on behalf of the corporation.		
<b>Policy Administrator:</b> External Affairs Director		
<b>Approval Signature:</b> 	<b>Effective:</b>	April 10, 2018
	<b>Amended:</b>	
	<b>Amended:</b>	
<b>Harold "Trey" Price III, Executive Director</b>		

**POLICY STATEMENT**

This policy defines appropriate usage of social media for employees and board members of Florida Housing Finance Corporation.

**AUTHORITY**

Sec. 420.506(1), Florida Statutes

**DEFINITIONS**

1. Social media outlets- Facebook, Twitter, Instagram, Snapchat, Periscope, LinkedIn, Blogs, etc.
2. Authorized employees- Employees authorized to post on behalf of the Corporation on its social media platforms.

**ROLES**

The Executive Director and/or External Affairs Director will designate authorized employees to post on social media outlets on behalf of the Corporation. The authorized employees are the Executive Director or Designee, External Affairs staff, or other staff as designated by the Executive Director or External Affairs Director.

**RESPONSIBILITIES**

1. The External Affairs Department is responsible for posting to social media outlets on behalf of Florida Housing.
2. All social media posts must be reviewed and approved by the External Affairs Department prior to posting.
3. Employees may not use their work email address to create a social media account or to access personal social media outlets under any circumstance. Only employees who have been approved to use social media for business purposes may use their work email address to access social media sites.
4. Employees may not use Florida Housing's name or logo on social media posts unless doing so for business purposes.
5. Only authorized staff may post information relating to Florida Housing's business on social media. Anything posted on personal social media accounts should not include Florida Housing's name, logo, or other business-related information.