





Welcoming Floridians Home for 40 years

Welcome to the Adopting a Staff Social Media Policy Workshop **Presented By:** Florida Housing Finance Corporation





Celebrating 40 Years of Providing Affordable Housing to Floridians





Taylore Maxey, Press Secretary

Jessica Cherry, Operations Director



Workshop Overview

- Social Media Platforms Florida Housing Utilizes
- Decision to Implement a Social Media Policy for the Corporation
- Cross-Departmental Work on the Policy
- Social Media Policy Drafting and Approval Process
- Overview of Florida Housing's Social Media Policy
- Social Media Policy Roll Out to Corporation
- Current Status of the Policy
- Q&A





Social Media Platforms Florida Housing is Currently Active



Facebook.com/floridahousing



@Fl_Housing



LinkedIn.com/company/ florida-housing-finance-corporation/



@Florida_Housing



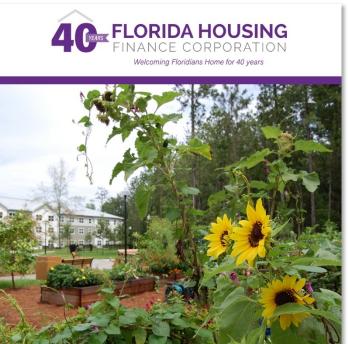
Youtube.com/FloridaHousing



Why Florida Housing Decided to Implement a Social Media Policy

- Communications/PR Perspective
- **HR/Operations Perspective**







Cross-Departmental Work on the Social Policy

- External Affairs
- Human Resources
- Legal
- Office of the Executive Director



Florida Housing FC @Florida_Housing · Dec 18, 2019 'Tis the Season of Sharing at Florida Housing as we continue being proud supporters of @SecondHarvestBB. Second Harvest helps feed almost 100,000 of our neighbors, including families, children and seniors, who experience hunger on a regular basis. #850Strong





Florida Housing's Social Media Policy Drafting and Approval Process

- External Affairs- Research and drafted the text
- HR and Legal- Reviewed and revised to ensure it was legal, fair, etc.
- Executive Director- Final approval, signature and enforcing policy





Overview of Florida Housing's Social Media Policy

- Policy Statement
- Definitions
- Roles
- Responsibilities



Policy #: 15.02	Policy Category: External Affairs		Social Media Policy	
	cope: To establish corporation d for those authorized to post of			lia for employees, board
Policy Adminis	strator: External Affairs Directo	r		
Approval Signature:			Effective:	April 10, 2018
11/6/			Amended:	
			Amended:	
Harold "Trey"	Price III, Executive Director			

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

Sec. 420.506(1), Florida Statutes

- 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

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
- 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
- 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

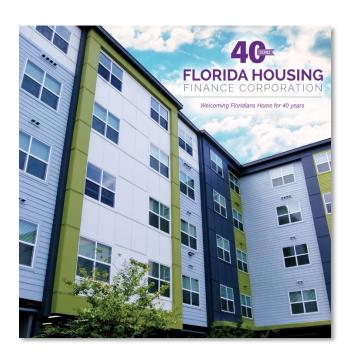


Florida Housing's Social Media Policy

- **Policy Statement** This policy defines appropriate usage of social media for employees and board members of the Florida Housing Finance Corporation
- <u>Roles</u> The Executive Director and/or External Affairs Director will designate authorized employees to post on behalf of the Corporation

Definitions -

- Social Media Outlets- Facebook, Instagram, LinkedIn, Twitter, Snapchat, Periscope, etc.
- > Authorized Employees- Employees authorized to post on behalf of Florida Housing on the Corporation's social media accounts/platforms

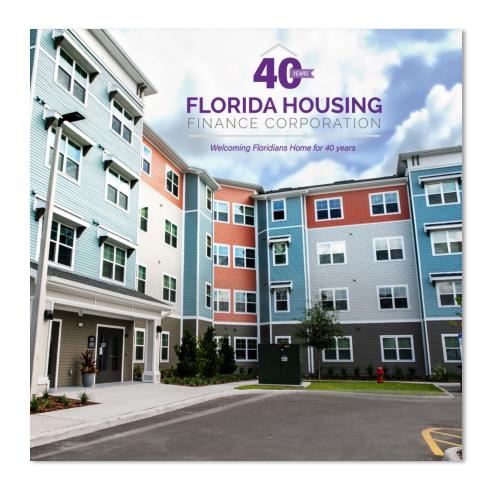




Florida Housing's Social Media Policy Continued

Responsibilities -

- > The External Affairs Department is responsible for posting to social media outlets/platforms on behalf of Florida Housing.
- > All social media post must be reviewed and approved by External Affairs and/or designee prior to posting.
- Employees may not use their work email address to create a social media account or to access personal social media outlets under any circumstances.
- Employees may not use Florida Housing's logo or name on social media posts unless doing so for business purposes.





Social Media Policy Roll Out to the Corporation

- Announcement and overview of the policy during an All-Staff Meeting
- Social Media Policy emailed to staff for review and signature
- Social Media Policy Enforced and Posted to Intranet (SharePoint)





Current Status of the Social Media Policy

- External Affairs Staff- Post to social media platforms and monitors pages for policy compliance.
- Information Technology Staff- Monitors all staff's company-issued computers for policy compliance.







Thank You!

Questions?

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