

ANNUAL  
CONFERENCE  
& SHOWCASE  
**OCTOBER 27 - 29**

VIRTUAL  
**2020**





*Welcoming Floridians Home for 40 years*

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



## Adopting a Staff Social Media Policy



Jessica Cherry, Operations Director

Celebrating **40** Years of Providing Affordable Housing to Floridians



Taylore Maxey, Press Secretary

## Adopting a Staff Social Media Policy

### 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



## Adopting a Staff Social Media Policy

### Social Media Platforms Florida Housing is Currently Active



[Facebook.com/floridahousing](https://www.facebook.com/floridahousing)



[@Fl\\_Housing](https://www.instagram.com/Fl_Housing)



[LinkedIn.com/company/florida-housing-finance-corporation/](https://www.linkedin.com/company/florida-housing-finance-corporation/)



[@Florida\\_Housing](https://twitter.com/Florida_Housing)



[Youtube.com/FloridaHousing](https://www.youtube.com/FloridaHousing)



## Adopting a Staff Social Media Policy

### Why Florida Housing Decided to Implement a Social Media Policy

- Communications/PR Perspective
- HR/Operations Perspective



## Adopting a Staff Social Media Policy

### 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





## Adopting a Staff Social Media Policy

### 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





## Adopting a Staff Social Media Policy

### Overview of Florida Housing's Social Media Policy

- Policy Statement
- Definitions
- Roles
- Responsibilities



<b>Florida Housing</b> <small>we make housing affordable</small>		
<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>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.

## Adopting a Staff Social Media Policy

### 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
- **Roles** - 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



## Adopting a Staff Social Media Policy

### 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.





## Adopting a Staff Social Media Policy

### 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)



## Adopting a Staff Social Media Policy

### 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.



## Adopting a Staff Social Media Policy

**Thank You!**

**Questions?**

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