

Social Media Policy

At the Coalition, we know that online social platforms, including blogs, message boards, video and photo sharing websites, and social networking services, are constantly transforming the way we interact. We also recognize the importance of the internet in shaping the public view of our coalition. We want our members to share and learn from others to build a valuable online community.

The purpose of these guidelines is to protect our interests, including, but not limited to, the privacy of our coalition members and confidentiality regarding our purpose, plans, partners, and users.

When using social media, members of the Coalition must adhere to the following guidelines:

- All content must be accurate and truthful.
- All content must be respectful of all people, regardless of their age, race, ethnicity, gender, sexual orientation, religion, or any other personal characteristic.
- No personal information about Coalition members or Collaborators should be shared on social media.
- The Coalition's social media accounts should not be used to solicit personal donations or sell products or services.
- The Coalition's social media accounts should not be used to engage in political or religious activity.

Guidelines for Confidential and Proprietary Information

You may not share information that is confidential and proprietary. If you have any question about whether information should be released publicly or any other concerns, please present it at the AV Homeless Steering Meeting before releasing information that could potentially harm the coalition, or our current and potential members, events, partners, and users.

The Coalition logo and trademarks may not be used without explicit approval of the Steering Committee or Social Media Administrators.

It is fine to quote or retweet others, but you should not attempt to pass off someone else's words, photography, or other information as your own. All copyright, privacy, and other laws that apply offline apply online as well. Always give proper credit to credit your sources when posting a link or information gathered from another source.

Media

The AV Homeless Steering Committee will appoint Social Media Administrators. The Administrators will have access to all the Networks and passwords and will post, share, and maintain the social media platforms regularly. A Facebook page requires an estimated five hours per week to maintain properly.

- Content will be posted at least once a week.
- Media inquiries for information about our coalition and our current and potential events, partners, and members should be referred to the social media administrators.
- Any Social Media posts requests will be submitted to the administrators.

Remember that you are posting as a representative of the Coalition. Maintain a professional tone when posting content. Post only meaningful and respectful comments. Do not write anything about a member of Coalition, community or person that could be construed as slanderous or offensive. You are ultimately responsible for what you write. Remember that what you post on the Internet can be shared with just about anyone and will be archived for years. Carefully consider content before you post! When posting pictures or videos, keep the same professional tone in mind as when you write.

Respect and Privacy Rights

- Follow the rules of the social media sites you use.
- Refrain from publishing anything that could reflect negatively on the coalition's reputation or otherwise embarrass the coalition, including posts about drug or alcohol abuse, profanity, off-color or sexual humor, and other inappropriate conduct. Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not otherwise be acceptable in your company's workplace. Please show respect for topics that may be considered objectionable or inflammatory.
- Honor the privacy rights of our current members and partners by seeking their permission before writing about or displaying information that could be considered a breach of their privacy and confidentiality.
- Respect the law, including those laws governing defamation, discrimination, harassment, and copyright and fair use.

Your personal online activity is your business. However, any activity in or outside of work that affects the Coalition negatively is a proper focus for this social media policy. You must always assume that your work-related social media activity is visible to all members of the Coalition as well as current and potential clients, partners, prospects, and other coalitions. The Coalition reserves the right to direct its members to avoid certain subjects and remove inappropriate comments and posts.

Your Legal Liability

Note that breach of privacy and confidentiality, use of copyrighted materials, unfounded or derogatory statements, or misrepresentation may be considered illegal and is not accepted by Coalition.

Each person in the Coalition is personally responsible, and may be legally liable, for the content he or she publishes online. You can be sued for purposely spreading false information. You can also be sued by coalition members, competitors, and any individual or company that views your commentary, content, or images as defamatory, pornographic, proprietary, harassing, libelous or

creating a hostile work environment. In addition to any legal action, your activity can result in disciplinary action.

If you have any questions, please ask the Steering committee.