

	Policy Family MARKETING
	Policy Name Social Media Policy
	Approved By: Executive Committee
Effective Date 11/16/20121	Release Date 11/16/2021
Scope This policy applies to all social media posts	

Introduction

Alachua Habitat for Humanity is active on social media to promote its mission to provide safe, decent, and affordable housing.

Because we are a non-profit corporation, there are certain rules we must follow. As such, we have set some community guidelines, Policies, and Terms. By using any Alachua Habitat for Humanity social media site, you accept and agree to these Terms.

Any Alachua Habitat for Humanity’s social media properties, [Facebook](#), [Twitter](#), [LinkedIn](#), and [YouTube](#), are public, which means that anyone can see your posts to our social channels, and your posts may even show up in search engine results like on Google, Yahoo!, or Bing.

While we encourage open discussion, we may occasionally remove posts that don't fit our community guidelines. Please remember, though, that this forum contains the opinions and views of other users. Although we are moderating our channels to help ensure that users’ posts comply with these Guidelines, we cannot be responsible for the accuracy or reliability of any comments or materials posted by users.

For the benefit of lively discussion, we ask that comments remain on topic. This means that comments should relate to the topic that is being discussed within that post and/or tweet. While we welcome reasonable critiques, we may delete negative comments about any Alachua Habitat for Humanity that aren't relevant, accurate, or don't add to the overall experience.

Basic Guidelines

- Stay on topic, use common courtesy, and be respectful of others
- Submit your own original content, and avoid posting content that you know or suspect to be false
- Do not post someone else's copyrighted work unless you have permission
- Anything posted to any Alachua Habitat for Humanity’s Social Media Sites can and may be used for any purpose we deem.
- Never post anything you wish to be kept confidential or expect to be compensated
- Never post personal, identifying, or confidential information such as yours or anyone else’s account number, address, phone number, email address, or social security number
- Alachua Habitat for Humanity is not responsible for views expressed other than our own
- Alachua Habitat for Humanity Social Media Sites are moderated by Alachua Habitat for Humanity employees and/or agencies hired by Alachua Habitat for Humanity. We will make every effort to respond in a timely manner; however, we cannot guarantee that we'll reply to every comment.

Customer Service Inquiries

We recognize that social media has become a popular forum to seek community service assistance, and we will do our best to service requests on any of our open Social Media Sites. As such, Alachua Habitat for Humanity may occasionally identify and respond to people seeking assistance. In the event someone interested in receiving a communication from Alachua Habitat for Humanity regarding services or other needs, he/she may be offered other Alachua Habitat for Humanity communication channels to help address those concerns as smoothly and effectively as possible.

Accordingly, our Social Media Sites should not take the place of traditional outreach methods such as contacting Alachua Habitat for Humanity Family Services by phone at 352-363-6493.

Social Media Hours Of Operation

You can connect with us on Facebook, Instagram, Twitter, and LinkedIn. We are online Monday – Friday, 8am – 5pm ET.

Media Inquiries

If you are a member of the media, please contact our Alachua Habitat for Humanity Chief Outreach and Development Officer at 352-371-5871 for more information and press contacts.

ALACHUA HABITAT FOR HUMANITY ONLINE & SOCIAL MEDIA COMMUNITY POLICIES

I. Monitoring And Moderation Policies

Though Alachua Habitat for Humanity social media accounts are monitored by Alachua Habitat for Humanity employees, and inbound comments and posts are reviewed to ensure that they comply with our Policies, Alachua Habitat for Humanity has no obligation to accept, display, review, monitor, or maintain any content posted to any Social Media Site, but does reserve the right to monitor, prohibit, restrict, block, suspend, terminate, delete, or discontinue access to any Social Media Site, at any time, without notice and for any reason, in its sole discretion. We reserve the right to delete comments or posts that we deem are abusive, inflammatory or otherwise inappropriate. Broader community guidelines include:

- Our Social Media Sites are a place for conversations between customers and Alachua Habitat for Humanity, and are not a substitute channel for services or general questions. Please visit alachuahabitat.org for more information about specific products and services.
- Do not post or transmit material you do not have the right to post or transmit under law (such as copyright, trade secrets, or securities) or due to your personal contractual or fiduciary relationships.
- Our Social Media Sites may not be used for the submission of any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal and/or administrative remedy.
- Alachua Habitat for Humanity reserves the right to ban any user from our page without prior written notice or consent for violations of community Policies. Any comment(s) posted which we deem to be criminal in nature, or instigates or implies violence toward oneself or another may be reported to the proper authorities.

Courtesy And Relevance

Please treat the community and your fellow participants with respect – even if you disagree with a post or comment. Do not post any content or comments that may be inappropriate, offensive, profane, culturally, racially, gender, or socially insensitive, disruptive, harassing or defamatory.

For the benefit of healthy discussion, we ask that comments remain on topic and relevant to the conversation. This means that comments should relate to the topic that is being discussed within that wall post. Off topic posts may be hidden, moved, or removed.

Removal Of Posts / Banning Of Users

We will try our best to review every comment or post, and thus we reserve the right to remove any that violate these Guidelines or that, in our sole discretion, we otherwise consider objectionable. We may ban offenders from our communities. As such, we may delete comments or posts that we deem to be:

- Profane, obscene, inappropriate, disruptive or unrelated to the topic and conversation.
- Indecent, sexually explicit or pornographic material of any kind — including masked profanity where symbols, initials, intentional misspellings or other characters are used to suggest profane language.
- Threats; personal attacks; abusive, defamatory, derogatory, ad hominem attacks, or inflammatory language; or stalking or harassment of any individual, entity or organization.
- Impersonating any person or entity or falsely state or otherwise misrepresenting an affiliation with a person or entity.
- Discriminatory or containing hateful speech of any kind regarding age, ethnicity, gender, race, religion, nationality, sexual orientation, socio-economic status, political affiliations, disability or other characteristics.
- False, inaccurate, libelous or otherwise misleading in any way.
- Spam, or content containing or linking to any kind of virus, malware, spyware, or similar program that could cause harm to a user's computer.
- Repeated or identical posts
- Solicitations or content that promote commercial interests, campaigns, causes or political views.
- Any posts which might constitute a criminal offense or give rise to civil liability, or that otherwise violates local, national or international laws or regulations
- Any posts which might identify matters that are currently the subject of legal proceedings or would break a court's non-publication order

Suspension/Termination/Reporting To Authority

We take our responsibility to our online community and to our followers very seriously, with the utmost priority being yours and our safety. Therefore, any comment(s) posted which we deem to be criminal in nature, or instigates or implies violence toward oneself or another may be reported to the proper authorities.

Our community management team is not permitted to discuss or respond to comments about security threats as well as threatened or current litigation against the company. We will escalate them to our legal counsel, and may remove any such posts if we see them.

In certain instances, we may also suspend, terminate or ban certain repeat offenders and/or those committing significant violations of these Guidelines. When appropriate, we may also, on our own or as required by the platforms' rules or laws, be required to refer and/or work with the applicable platform and/or the appropriate authorities to review and or pursue certain violations.

If you wish to report or flag a user post/comment as inappropriate yourself, please follow the then current published procedures of the platform where the post originated.

II. Comment And Posting Policies

Community participants are responsible for their comments or posts. The opinions, statements and viewpoints expressed by community participants (including Alachua Habitat for Humanity employees/contractors) do not necessarily reflect the opinions of Alachua Habitat for Humanity or constitute an official position of Alachua Habitat for Humanity.

Alachua Habitat for Humanity is not responsible for, and does not validate any opinions, assertions or forward-looking statements expressed in, any user comments.

We expect conversations to follow the rules of polite discourse and we ask that participants treat each other, as well as our employees, with respect.

Financial And Professional Advice

Please keep in mind that our community managers have knowledge of the topics and fields they post about, but that Alachua Habitat for Humanity's social media posts are informational, and should not be viewed as professional financial advice. Always seek the advice of your financial advisor or other qualified financial provider with any questions you may have regarding your personal finances. Reliance on any information provided herein is solely at your own risk.

Links To Third-Party Sites

We may occasionally post links to third-party sites when we believe the general information could be helpful. Please note that this does not in any way constitute an official endorsement of the site or company nor does it mean we have performed a comprehensive validation of the content.

Paid Endorsements And Sponsorships

We will disclose when we have provided compensation or sponsorship to individuals or organizations to provide an endorsement or testimonial of our products or services.

Spam, Links, And Online Safety

Your posts should never contain any unauthorized and/or unsolicited advertising, spam, hyperlinks, or content protected by copyright, trademark or other rights. For your online safety, we strongly encourage you to avoid opening any third party-provided hyperlinks posted to our property or the platform you are viewing the post upon unless you trust the source of that post.

III. Copyright And Intellectual Property Policies

By submitting any content to our Social Media Sites, you warrant and represent that you are the copyright owner of the content or that the copyright owner of the content has granted you permission to use such content consistent with the manner and purpose of your use.

Using our Social Media Sites to distribute unauthorized copies of copyrighted material, including photos, artwork, text, recordings, designs, computer programs or derivative works of such programs is strictly prohibited and subject to removal.

Infringement on any party's copyright, patent, trademark, trade secret, intellectual property, or other proprietary rights, or right of publicity or privacy is strictly prohibited and is your sole responsibility.

Ownership And License Of The Content You Post

Please note that by posting comments, posts, tagged photos, videos, ideas, or any other content on our Social Media Sites, you are granting Alachua Habitat for Humanity non-exclusive, worldwide rights to republish, redistribute, or otherwise use this content (including your name, profile photo, likeness and social media handle or other publicly shared information) in perpetuity in any way we see fit. This includes, but is not limited to, marketing and advertising materials.

You represent that to the best of your knowledge you own or have the permission to make such posts and grant the above rights to us.

Therefore, please do not submit any ideas or materials that you wish to keep confidential or for which you expect to receive compensation.

IV. Employee Responsibility Toward Social Media Policy

Alachua Habitat for Humanity employees must follow applicable company policies and procedures when using social media. Employees must not share confidential or private information about the company's business operations, products, services, or customers; must respect financial disclosure laws; and must not say they speak for the company without express written authorization from the company to do so.

Consider using company-established channels for job-specific issues. While we welcome employees to join our social media community and participate in conversations with our customers and other users, we encourage you to direct your complaints or concerns about your job or working environment to your manager.

V. Privacy And Security Policies

Protect Your Personal Information

Our Social Media Sites are available to the public. To protect your privacy and the privacy of others, no information you consider confidential should be posted to this site, including personally identifiable information such as social security

numbers, full account numbers, phone numbers or e-mail addresses in any comment or post. If you do include personally identifiable information in your comment, your comment or post may be deleted.

Respect Others' Privacy Too

Please protect your privacy and don't share personal information about you, your family, or others on the Alachua Habitat for Humanity Facebook, Instagram, Twitter, LinkedIn, YouTube, or other Alachua Habitat for Humanity Social Media Site.

Alachua Habitat for Humanity Social Media Privacy Policies

Alachua Habitat for Humanity is a non-profit corporation. Below are the guidelines for readers of our Social Media Sites and for content contributors.

With respect to content collected through our Social Media Sites, Alachua Habitat for Humanity follows each social networks' individual privacy Policies, which can be accessed on their respective websites. Please note that when visiting any official Alachua Habitat for Humanity social media account, when applicable, you are also subject to the Terms and conditions of Alachua Habitat for Humanity's privacy policy and general Terms of use, as well as the social network's Terms of service and privacy policy.

Alachua Habitat for Humanity may disclose information about your communications and activities with Alachua Habitat for Humanity and/or in relation to any Social Media Site in response to lawful requests by governmental authorities or for the protection of Alachua Habitat for Humanity's rights or the rights of third parties as Alachua Habitat for Humanity may deem appropriate in its reasonable discretion. In the event that Alachua Habitat for Humanity exercises any of its rights hereunder for any reason, Alachua Habitat for Humanity will have no liability to you.

Alachua Habitat for Humanity is not responsible for the accuracy, completeness, appropriateness, legality or applicability of the materials or anything said, depicted or written by users, including without limitation any information obtained by using our Social Media Sites.

Alachua Habitat for Humanity does not necessarily endorse or espouse any content or materials, or any views, opinion, recommendation, or advice expressed on or in any Social Media Site, and any sites linked to the Alachua Habitat for Humanity Social Media Sites are or may be developed by people or parties over Alachua Habitat for Humanity. Alachua Habitat for Humanity neither endorses nor assumes responsibility for the content of any site linked to Social Media Sites.

Alachua Habitat for Humanity will have no responsibility or liability to you or any third party as a result of your activities, and you are solely responsible for any activities you do in connection with or via any Social Media Site. By posting any content on any Alachua Habitat for Humanity Social Media Site, you grant to Alachua Habitat for Humanity the irrevocable, perpetual and unrestricted right to reproduce, distribute, publish, and display, edit or modify such content, and to use, and to authorize or license third parties to use, such content, or portions or elements thereof, for any Alachua Habitat for Humanity purpose, in any and all manner and media known or hereafter devised, and for any and all purposes, including commercial purposes, world-wide, without any obligation or compensation to you of any kind. Alachua Habitat for Humanity has the right to create derivative works from any or all of the content ("Derivative Works"), and such Derivative Works shall be the sole and exclusive property of Alachua Habitat for Humanity. You disclaim all rights, title or interests you may have in such Derivative Works, and fully assign, convey and transfer any and all rights that you have or may have in the Derivative Works exclusively to Alachua Habitat for Humanity.

You understand that Alachua Habitat for Humanity is under no obligation to use, display or acknowledge any content you submit, and Alachua Habitat for Humanity reserves the right to remove or to refuse to post any content or submission for any reason. You acknowledge that you, not Alachua Habitat for Humanity, are responsible for the content and for compliance with these Terms.

By posting any content on any Social Media Site, you represent and warrant that you are the sole creator and owner of any intellectual property rights in the content, and/or that you own or have the necessary licenses, rights, consents and permissions to use and authorize Alachua Habitat for Humanity to use all patent, trademark, trade secret, copyright, or other proprietary rights in and to any and all of your entries of content, to enable inclusion and use of your entries and content in the manner contemplated in these Terms of Use.

You fully release Alachua Habitat for Humanity from any and all claims that may arise regarding your use of or participation on the Social Media Site(s) and/or the use, accessing or posting of the content.

You agree that any claim or dispute relating to your posting of any Content on a Social Media Site shall be construed in accordance with the laws of the State of Florida, USA, without regard to its conflict of laws provisions and you agree to be bound and shall be subject to the exclusive jurisdiction of the state or federal courts located in the State of Florida.

Alachua Habitat for Humanity reserves the right to change these guidelines at any time in its sole discretion and without notice.

Please note: If you are a Alachua Habitat for Humanity employee, you must also adhere to all applicable Alachua Habitat for Humanity company Policies and conduct guidelines, including the Employee Responsibility toward Social Media Policy available on the Alachua Habitat for Humanity Intranet site.

VI. Modification Of Community Guidelines

These Guidelines are subject to revision by Alachua Habitat for Humanity, and we reserve the right to alter these guidelines at any time without prior notice, as we deem necessary.

Change History

Date	Modification	Approved by