

	Policy Family MARKETING
	Policy Name Social Media Policy
	Approved By: Executive Committee
Effective Date: 12/16/2021	Release Date: 12/16/2021
Scope This policy applies to all social media posts	

Introduction

Alachua Habitat for Humanity uses social media to promote its mission to provide safe, decent, and affordable housing. We have set this Social Media Policy for all users of any Alachua Habitat for Humanity social media site.

Basic Guidelines for Users

- 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.
- Never post anything you wish to be kept confidential or you expect will receive compensation.
- Never post personal, identifying, or confidential information such as an account number, address, phone number, email address, or social security number.

Alachua Habitat for Humanity Rights

- Our posts are informational, and should not be viewed as professional financial advice.
- We are not responsible for views expressed, other than our own.
- Our Social Media Sites are monitored by our employees or agents. We intend to respond in a timely manner; however, we cannot guarantee that we'll reply to every comment.
- We may use anything posted to our Social Media Site for any purpose we deem.
- We reserve the right to prohibit, restrict, block, suspend, terminate, delete, or discontinue access to any Social Media Site, at any time, without notice and for any reason, at our sole discretion.
- We may post links to third-party sites but it does not constitute an official endorsement of the site or company nor does it mean we have performed a comprehensive validation of the content.

Customer Service Inquiries

Alachua Habitat for Humanity may occasionally identify and respond to people seeking assistance through our Social Media Sites. Those interested in contacting Alachua Habitat for Humanity regarding services or other needs should call the Family Services department at 352-363-6493.

Media Inquiries

Please contact our Alachua Habitat for Humanity Chief Outreach and Development Officer at 352-371-5871 for more information and press contacts.

Change History

Date	Modification	Approved by
11/16/2021	Initial draft	Executive Committee
12/16/2021	Revised version	Board of Directors