



Denver Housing Authority | Social Media Procedure

The Housing Authority of the City and County of Denver ("DHA") recognizes the importance of social media as a communication and engagement tool. DHA uses social media to communicate and share with all our audiences and communities.

Social media are forms of electronic communications, such as websites for social networking and microblogging, through which users create or participate in Online communities to share information, ideas, personal messages, videos, and other content. Examples include, but are not limited to Linked-In, Twitter, Facebook, Instagram, YouTube, Reddit, Snapchat and TikTok.

Social media accounts hosted/sponsored by DHA have no expectation of privacy.

PROCEDURE

This procedure provides guidance for employee use of social media for business related purposes, which should be broadly understood for purposes of this procedure to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.



The following principles apply to the use of social media on behalf of DHA as well as personal use of social media when referencing DHA.

- Employees must comply with the Personnel Policy, the Ethics Policy, and this procedure when using social media in reference to DHA.
- Employees should be aware of the effect their actions may have on their images, as well as DHA's image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that DHA may observe content and information made available by employees through social media. Employees should use their best judgment when posting material on behalf of DHA.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic proprietary, harassing, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Human Resources Department and/or their supervisor prior to publishing the information.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the Communications Department.
- If employees encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and report it immediately to their supervisor.

- Employees should get appropriate permission before referring to or posting images of current or former employees, residents, program participants, vendors, or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- When using personal social media, employees are expected to comply with DHA policies and procedures. Employees should be aware that they may incur personal liability for content posted or maintained by them on social media.

The following types of content are prohibited from DHA's social networking sites and will be subject to removal and the employee may be subject to disciplinary action, up to and including termination:

1. Derogatory language or demeaning statements about or threats to any third party.
2. Lewd, indecent, or incriminating images or information depicting hazing, harassment, or any other inappropriate behavior or language.
3. Content that violates local, state, or federal law.
4. Online gambling.
5. Content that discriminates or harasses any other party or personal attacks of any kind.
6. Selling goods or services for personal financial profit.



7. Comments or posts that are unrelated to DHA.
8. Spam.
9. Infringement on copyrights or trademarks.
10. Offensive comments that target or disparage any ethnic, racial, religious, or other group of people.
11. In addition to hiding/deleting/reporting content that violates this procedure, DHA reserves the right to block a user who continues to post negative or offensive content or content that otherwise violates DHA policies. Violations may result in disciplinary action, up to and including termination.