



Homes First Social Media Policy and Guidelines

Homes First strives to have a strong presence on social media as it helps actualize our mission by raising awareness about our organization, create a community with like-minded organizations and people, and increasing our number of supporters.

We use social media as an effective way to tell stories, gather insights, verify information, engage our community, make our organization more transparent and provide a level of detail and personal perspective not possible in more traditional formats.

When posting on Homes First affiliated platforms, such posts, while often written or presented in an informal style, should meet the standards of Homes First. The integrity of Homes First must never be compromised.

Do's:

- Refer to the HFS Code of Conduct.
- Respect the privacy and confidentiality of clients. Put the needs of our clients first.
- Use Homes First's mission, vision and values to guide posts and tweets.
- Educate about "housing first".
- Seek out content unique to Homes First. Share stories of our organization's excellence, highlight client and staff accomplishments and promote our events.
- Add value. Introduce interesting topics or retweet a thought-provoking article.
- Consider your audience.
- Respect copyright laws and privacy rights.
- Ensure all posts are non-partisan.
- Exercise good judgement. When in doubt, consult your supervisor.
- Ensure you are a trusted source of information. Check links before you share content.
- Be responsive to and respectful of our readers and fellow colleagues; it's about building an online community through a civilized dialogue.

- Social media content should add value to the Homes First brand and others' understanding of us as an organization. Support (i.e. retweet) messages as appropriate from other like-minded organizations including our partners, as well as items in the news. Strive to always communicate via content that serves to enhance our diverse stakeholders' knowledge, perception of, and experience with Homes First. Always ask yourself if you are improving awareness and understanding of Homes First and of our cause, building relationships and a sense of community.
- If quoting or referencing content that is owned by other parties always check that proper citation, attribution, and links are being provided to the original author or source whenever possible.

Don't's:

- Never reveal any confidential, personal or proprietary information.
- Never identify clients, fellow staff members, volunteers, donors, or other stakeholders by name without their permission.
- Don't post anything that might be embarrassing to Homes First, our staff, or our clients.
- Don't comment on positions taken by any political representatives, either in support or in opposition.
- Don't take positions on controversial issues without checking with a supervisor.
- In spite of the informal style of blogs, Homes First can be held legally accountable for what is published. Be careful not to sound disparaging about any person or group.
- Never defame or disparage, i.e. post negative messages, about any person or group. If you come across misrepresentations, abusive or inflammatory content regarding Homes First, don't engage in an online argument. Stick to the facts, avoid unnecessary arguments, and be sure to let a senior staff member know so that the matter may be addressed appropriately.

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- Created on April 14, 2015.
 - Approved by HF Communications Committee in November 2019.
 - Approved by the HFS Board of Directors on December 3, 2019.
 - The HF Social Media Policy and Guidelines apply to all staff and volunteers of Homes First Society and Homes First Foundation.