



Mitchell Regional Habitat for Humanity[®] Social Media Policy

This document provides guidance to Mitchell Regional Habitat for Humanity associates regarding the use of social media in all its types for professional and personal use. In all cases, the Mitchell Regional Habitat for Humanity Code of Conduct should be used in congruence with this Social Media policy to guide associate behavior in the treatment of information about Habitat or those that work with Habitat, which might be posted or discussed via social media outlets. Habitat supports and encourages all its associates to embrace and leverage social channels for their own personal interactions and unique engagements.

While your personal usage is not intrinsically attached to Habitat, you should assume that you will be recognized as an associate of Habitat for Humanity. Therefore, while we have dedicated resources to engage all social media channels with an approved interaction strategy, personal usage should be in line with the protocols and interactions outlined in this social media policy. Courts repeatedly classify social media as a public forum, therefore associates participating in social media forums should have no expectation of privacy with respect to their posts, conversations, or other content.

As discussed later in this policy, Habitat reserves the right to allow only select parties and channels to post on behalf of Habitat. It is critical that all of our associates follow the guidelines and principles outlined here. **By signing this policy, you are stating you understand and are committed to following these guidelines when engaging in social media. You also understand that violation of these guidelines could lead to serious consequences, including termination in accordance with the laws of the country where you are employed.**

SOCIAL MEDIA POLICY GUIDELINES

Our Guiding Principles for Social Engagement

1. Only individuals approved by Habitat are permitted to post on Habitat for Humanity sponsored social media platforms.
2. Associates are not permitted to speak on behalf of the company, or post any non-public client or customer information; or information or rumors that you know to be false about Habitat, fellow associates, members, customers, suppliers, or people working on behalf of Habitat or its competitors.

WHAT IS CONSIDERED SOCIAL MEDIA

Social media includes any form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. Examples include, but are not limited to, blogging and online forums, Facebook, Twitter, Wikipedia, Yammer, YouTube,

Foursquare, LinkedIn, Pinterest and any other programs, sites or platforms generally accepted as social media.

OUR EXPECTATIONS FOR ASSOCIATES' PERSONAL BEHAVIOR IN ONLINE SOCIAL MEDIA

There's a big difference in speaking "on behalf of Habitat" and speaking "about" Habitat. This set of 5 principles refers to those personal or unofficial online activities where you might refer to Habitat.

1. Adhere to the Code of Conduct and other applicable policies. All Habitat associates are subject to Habitat Code of Conduct in every public setting. In addition, other policies, including the Information Protection Policy, govern associates' behavior with respect to the disclosure of information; these policies are applicable to your personal activities online.
2. You are responsible for your actions. Anything you post that can potentially tarnish Habitat's image will ultimately be your responsibility. We encourage you to participate in the online social media space, but urge you to exercise sound judgment and common sense.
3. Be a "scout" for compliments and criticism. Even if you are not an official online spokesperson for the Company, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about Habitat online that you believe are important, consider sharing them by forwarding them to mitchellregionalhabitat@gmail.com
4. Let the subject matter experts respond to negative posts. You may come across negative or disparaging posts about Habitat, or see third parties trying to spark negative conversations. Unless you are a designated spokesperson, avoid the temptation to react yourself. Pass the post(s) along to our appointed spokespersons who are trained to address such comments, at mitchellregionalhabitat@gmail.com
5. Be conscious when mixing your business and personal lives. Online, your personal and business personas are likely to intersect. Habitat respects the free speech rights of all of its associates, but you must remember that customers, colleagues and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on.

By signing this policy, I am committed to following the approved guidelines when engaging on social media platforms. I also understand that a violation of these guidelines could lead to serious consequences, including termination.

Signature: _____ Date: _____

Habitat Representative Signature: _____ Date: _____