POLICY

This policy provides guidance for Commissioner use of social media, which should be broadly understood for purposes of this policy 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 about the Housing Commission with others in a contemporaneous manner.

PROCEDURES

The Tillamook County Housing Commission’s official social media account, pages, website, and any other sites and services are all managed by Tillamook County Department of Community Development staff in accordance with County policy.

The following principles apply to the professional use of social media on behalf of the Tillamook County Housing Commission as well as personal use of social media when referencing the Tillamook County Housing Commission.

* Commissioners need to know and adhere to the Code of Conduct, Commissioner Handbook, and other Housing Commission policies when using social media in reference to the Tillamook County Housing Commission.
* Commissioners should be aware of the effect their actions may have on their images, as well as Tillamook County Housing Commission’s image. The information that Commissioners post or publish may be public information for years. Even those without social media accounts will have access to the information on official Housing Commission social media pages.
* Commissioners should be aware that Tillamook County Department of Community Development staff may observe content and information made available by Commissioners through social media. Commissioners should use their best judgment in posting material that is neither inappropriate nor harmful to the Board of County Commissioners, Tillamook County Housing Commission, its commissioners, or members of the community.
* Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, proprietary, harassing, libelous, or that can create a hostile environment. Offensive communications that violate County policy will be removed after first being recorded through a screenshot.
* Commissioners 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, Commissioners should check with Tillamook County Department of Community Development staff.
* Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. Commissioners should refer these inquiries to the Tillamook County Housing Coordinator and/or Director of Tillamook County Department of Community Development.
* If Commissioners encounter a situation while using social media that threatens to become antagonistic, Commissioners should disengage from the dialogue in a polite manner and seek the advice of Tillamook County Department of Community Development staff.
* Commissioners should get appropriate permission before you refer to or post images of current or former Commissioners, members of the community, organizations, and other persons or entities. Additionally, Commissioners should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks, or other intellectual property.
* Subject to applicable law, online activity that violates the Code of Conduct or any other policy may subject a Commissioner to disciplinary action or termination.
* If Commissioners publish content that involves work of or subjects associated with the Tillamook County Housing Commission, a disclaimer should be used, such as this: “The postings on this site are my own and may not represent Tillamook County Housing Commission’s positions, strategies, or opinions.”
* It is highly recommended that Commissioners keep Tillamook County Housing Commission-related social media accounts separate from personal accounts, if practical.