



## Social Media Conduct Guidelines for Habitat Hype Team Volunteers

- **Tag Twin Cities Habitat for Humanity** when you post about us! This helps more people find our official social media pages and learn more about what we do.
- **Remember that your posts about Twin Cities Habitat can reflect on our organization.** Take care to be **respectful and positive** in your social media interactions.
- **Share accurate information about Twin Cities Habitat.** If someone in your social network has questions about Habitat that you're not sure how to answer, you can tag our official pages or encourage them to contact us directly.
- **Encourage open, honest, and respectful discussions about affordable housing and Habitat's work.** A respectful social media presence does not mean disagreements and conflicts will be absent. Healthy conflict may occur in social media interactions. We ask Hype Team volunteers to strive towards **understanding and respect for the viewpoints** of others.
  - **Respectfully engage with concerns or misperceptions** about affordable housing or Twin Cities Habitat's work in order to **create greater understanding and awareness** if you feel comfortable doing so.
  - **Don't get involved in comment wars** and personal attacks online. **Respond with positivity, understanding, and the facts about Twin Cities Habitat**– or simply don't respond! You can refer commenters to our official pages or encourage the person to contact Twin Cities Habitat directly with their concerns.
- **Do not engage in harassment, bullying, or threats.** We ask all in-person volunteers to adhere to our Respectful Workplace policies, and we expect the same level of respect for Habitat staff, fellow volunteers, clients, and community members from our virtual volunteers.
  - **Harassment** is defined as conduct or comments that have the purpose or effect of interfering with an individual's safety. The conduct or comments that could be harassment may include:
    - Slurs, epithets, or insults
    - Sexual comments and conversations
    - Demeaning or belittling comments or jokes
    - Displays of offensive or demeaning images, cartoons, or stories
  - **Bullying** is a negative conflict that is generally characterizes as overbearing mistreatment and unwanted behavior that involves real or perceived imbalance of power. It inflicts physical, mental, and/or emotional harm and is often repetitive in nature and habitual.
  - **Threats of violence** are expressed or implied threats to interfere with an individual's health, safety, property, or enjoyment of work duties, which causes a reasonable apprehension that hard could occur. Abusive behavior, whether verbal, psychological, or physical, are also considered violence.