



115 Scranton Avenue  
Falmouth, MA 02540  
Tel: (508) 548-1977  
Fax: (508) 457-7573  
TDD 1-866-545-1833, Ext.  
185  
[www.falmouthhousing.org](http://www.falmouthhousing.org)

## MEDIA POLICY

### Purpose

The Falmouth Housing Authority recognizes that there are circumstances that require a specific, coordinated and appropriate response to certain actions and events. The purpose of a media policy is to provide clear guidance on what employees are permitted to say regarding their colleagues, the Authority and its clients.

### Direct and/or Social Media Activities

The Executive Director is the designated spokesperson to respond to negative posts and/or communications regarding the actions of the Authority. This includes contacts from the local and/or national media or persons seeking general information regarding incidents attributed to the Authority. Should an employee come across negative or disparaging posts about the housing authority, its programs, and/or the clients it serves, please pass along the information to the Executive Director ([brichards@falmouthhousing.org](mailto:brichards@falmouthhousing.org)) who is trained to address such comments. In the absence of the Executive Director, the designee shall be the Assistant Director who will respond to all inquiries.

### Policy

In addressing both online, in person and other questions regarding the actions of the housing authority, the policy of the housing authority is for the Executive Director (designated spokesperson) to:

- a. **Use Common Sense and Be Responsible** – Utilize a professional, straightforward and appropriate communication
- b. **Protect the Authority** – Take care to protect the housing authority, the Executive Director and its Board of Commissioners
- c. **Be Transparent and Disclose Information** – Provide all information that does not pose a privacy concern
- d. **Follow the Law** – Be clear about what laws may affect the situation and follow a code of ethical conduct

The Falmouth Housing Authority will not tolerate discrimination including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected class under federal, state, or local laws, regulations or ordinances.

*Approved by the Board of Commissioners 08/22/2019*