



RESOLUTION 2025-11-05 (5)

Date: November 5, 2026

To: THA Board of Commissioners

From: April Black
Executive Director

Re: THA Social Media Policy

This resolution would establish Tacoma Housing Authority's (THA) first official Social Media policy.

BACKGROUND

This Social Media Policy gives staff and the public a high-level overview of how and why Tacoma Housing Authority uses social media. In addition, it provides authorized users with a base framework for how to operate our accounts.

Social Media policies allow governing agencies to set standards they will use to implement and monitor pages under their ownership. The most important standards are retaining records and monitoring comments and other interactions.

Tacoma Housing Authority uses social media primarily to inform the public (customers, partners, staff, elected officials, etc.) about our work, programs, and services. The agency may also use posts to highlight the work of our staff, advocate for the organization, build awareness about partner events, provide timely updates regarding changes to our operations, and for other purposes that benefit the organization.

To create this policy, THA's Communications and Marketing Manager researched what standard practices and policies other housing authorities and government agencies use. These findings were reviewed in partnership with the Director of Strategic Initiatives, Senior General Counsel, and brought to the Leadership Team for feedback and questions.

Under this policy we state:

- Posts, comments, messages, and replies to posts are noted as subject to public records laws and retention schedules.
- Users are directed to use appropriate channels (Customer Care, Public Records Officer, etc.) to contact the agency. We will not monitor social media comments and inboxes for customer requests.
- Comments from users will not be hidden unless they are unprotected speech.
- THA reserves the right to temporarily disable comments on posts and suspend or deactivate official THA accounts at the discretion of the Communications and Marketing Manager.

The Social Media policy will be accompanied by social media standard operating procedures and a crisis communications plan. These documents are in the process of being drafted.

RECOMMENDATION

We recommend the Board of Commissioners approve THA's Social Media policy as written.



RESOLUTION 2025-11-05 (5)

(Tacoma Housing Authority Social Media Policy)

A **RESOLUTION** of the Board of Commissioners of the Housing Authority of the City of Tacoma

WHEREAS, social media policies set important standards for how public agencies monitor and manage content; and

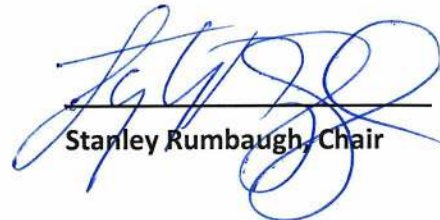
WHEREAS, Tacoma Housing Authority currently does not have a social media policy; and

WHEREAS, the social media policy as currently drafted encourages appropriate use by the public and management by our staff; now, therefore, be it

Resolved by the Board of Commissioners of the Housing Authority of the City of Tacoma, Washington that:

1. Tacoma Housing Authority's authorized social media users will implement standards that encourage proper record retention and content moderation.
2. This resolution supersedes any conflicting policies or resolutions previously adopted by the Board of Commissioners.
3. This resolution shall take effect immediately upon its adoption.

Approved: November 5, 2025



Stanley Rumbaugh, Chair

SOCIAL MEDIA POLICY

1. Purpose

The Social Media Policy's purpose is to maintain the vision, mission and values of the Tacoma Housing Authority (THA) through all forms of internal and external communication. This includes complying with the State of Washington's Open Public Meeting Act (RCW 42.30) and the Preservation and Destruction of Public Records Act (RCW 40.14) as they pertain to social media tools and guidelines established by THA.

This policy outlines THA's use and establishment of social media tools as official means of communication and public engagement.

2. Scope of Policy

This policy applies to all social media accounts that THA operates. . The content of this policy is meant to clarify social media interactions between members of the public and non-represented THA employees who manage the organization's social media platforms.

3. General Guidelines

This policy applies to all social media sites owned and managed by THA. The policy will be available on THA's website at tacomahousing.org/socialmedia. Viewers of THA's social media content should know that social media posts created by the Tacoma Housing Authority, comments and replies to those posts, and any direct or private messages sent to THA employees are subject to public disclosure under the Public Records Act, RCW 42.56.

THA social media accounts are not monitored 24/7, and no one should utilize THA's social media accounts to seek emergency housing services.

THA does not guarantee its employees will respond to comments or messages sent on THA's social media accounts. Communications made through social media will in no way constitute a legal or official notice or comment to THA or any official or employee of THA for any purpose.

Individuals seeking direct communication with THA are advised to email THA's Customer Care Team by phone at (253) 207-4400 or by email at customercare@tacomahousing.org.

To make a public records request, contact the Public Records Officer, or access the Public Records Request Form on the THA website.

4. Who is Responsible for Implementing Policy

- **Manager of Communications & Marketing:** The Manager of Communications & Marketing oversees all THA social media accounts and has the authority to approve or deny the creation of social media accounts, posts, or events, as well as the authority to delete or temporarily suspend official THA social media accounts.
 - (1) **Authorized Users:** Employees who have permission from the Manager of Communications & Marketing to use official THA social media accounts to maintain, monitor, or create content related to the THA. Authorized users must have a complete understanding of this policy.

5. Definitions:

For the purpose of this policy, the following definitions apply:

- **Social Media:** A broad term for a wide range of external websites or services for interactive and user-driven content sharing. Commonly used social media platforms include Twitter/X, Facebook, YouTube, Instagram, LinkedIn, Snapchat, etc.
- **Post:** Information, articles, pictures, videos, or any other form of communication created by a member of the public, partner account, or THA staff on its social media accounts.
- **Comments:** These include any digital content, information, links, images, videos, or any other form of communicative content posted in reply or response to a social media post shared by THA on one of its social media sites.
- **Viewer:** Social media users who access the THA social media pages or view THA social media content.

6. Policy

THA supports the use of social media by designated employees as a communication and marketing tool to interact with and provide information to the public.

6.1 Purpose and Appropriate Use of Social Media

THA uses social media primarily to inform customers, partners, staff, elected officials, and the public about our work, programs, and services. THA may also use posts to highlight the work of our staff, advocate for the organization, build awareness of partner events, provide timely updates regarding changes to our operations, and for other purposes that benefit the organization.

6.2 Retention of Social Media Posts

All posts and comments posted to a THA social media account may be copied, and an electronic record of that content will be retained or archived pursuant to state law and THA's records retention policy.

6.3 Content Moderation

LIMITED PUBLIC FORUM

THA's social media accounts are created and maintained as limited public forums. THA invites members of the public to view and, where possible and permitted, provide comments or other engagement on its social media posts. However, the law permits THA employees to hide comments that are not protected under the First Amendment. As a general rule, THA employees will not hide comments solely because such comments are critical of the organization or its employees, nor will THA employees hide comments that may be considered offensive by some viewers, unless they are prohibited content. However, THA reserves the right to temporarily disable comments on posts and suspend or deactivate official THA accounts at the discretion of the Manager of Communications and Marketing.

PROHIBITED CONTENT

As indicated above, THA may hide some language that is not protected speech under the First Amendment, such as:

- (2) Comments expressly advocating direct violence or other unlawful activity;
- a. Comments containing or linking to obscenity, which is defined as sexually explicit and/or pornographic content that is patently offensive, appeals to prurient interest, and lacks serious literary, artistic, political, or scientific value;
- b. Comments containing commercial messages, including advertisements, solicitations, and spam;
- c. Comments containing links to malware and/or malicious content that affects the normal

functioning of a computer system, server, or browser;

- (3) Comments that constitute harassment under state law; Comments containing actual defamation against a specifically named person or organization, either as determined by a court or comments that are patently defamatory by easily discovered facts;
- (4) Comments that contain images or other content that violate the intellectual property or copyright rights of someone else, if the owner of that property notifies THA that the property was posted in a comment on the THA's social media account(s).

7. References:

7.1 Sources for Policy:

- **Open Public Meetings Act, RCW 42.30:**

<https://apps.leg.wa.gov/rcw/default.aspx?cite=42.30>

This act instructs government agencies how and when to let the public know about meetings. There are specific requirements we must follow when posting meetings through THA's social media.

RCW 42.30: RCW 42.30 states that "...a public body or agency's online posting of an agenda as required by this section is sufficient notice to satisfy public notice requirements established under other laws. Failure to post an agenda in accordance with this section shall not provide a basis for awarding attorney fees under RCW [42.30.120](#) or commencing an action for mandamus or injunction under RCW [42.30.130](#)."

- **Preservation and Destruction of Public Records, RCW 40.14**

As a government agency, any social media post is considered a public record that anyone can request to see. This RCW explains how to provide THA's social media posts as a public record.

RCW 40.14: RCW 40.14 states that "the agency recognizes that all content published and received by the agency using social media in connection with the transaction of the agency's public business are public records for the purposes of RCW 40.14". Further, RCW 40.14.050 states that "the agency retains social media public records and disposes (destroys or transfers to Washington State Archives) social media public records only in accordance with records retention schedules approved by the State Records Committee".

7.2 Related Documents

- THA Social Media Standard Operating Procedures: [link TBD]
- THA Crisis Communication Plan: [link TBD]