

HARFORD COUNTY HEALTH DEPARTMENT POLICY

| | |
|--------------------------------------|---|
| Title of Policy: Social Media Policy | |
| Program Area: All programs | |
| Approved By: <i>Susan Kelly</i> | Original Effective Date: <i>2/18/14</i> |
| Susan Kelly, Health Officer | Revised Dates: |

1.0 POLICY

Social media sites are to be used only for business purposes to serve the interests of the visitors and citizens of Harford County, the Harford County Health Department (HCHD), and the State of Maryland. All electronic communications created, received, or stored on the health department's communications systems are not the sole property of the author, recipient or user.

2.0 PURPOSE

In order to keep the citizens, businesses and visitors of Harford County informed, this policy provides guidelines for HCHD employees when using social media technologies on behalf of the Harford County Health Department to engage with the community. All authorized administrators engaging in social media on behalf of the HCHD, must follow these guidelines.

3.0 PROCEDURE

3.1 Identifying authorized administrators and the responsibilities of authorized administrators

- 3.1.1 Authorized administrators include the Health Officer, Communications Specialist and those identified by the Health Officer. Authorized administrators must read this policy and acknowledge they have reviewed the terms and conditions. Authorized administrators must receive HCHD Facebook Training.
- 3.1.2 Authorized administrators are responsible for the content that is published on social media sites. Choosing the option to utilize social media technology is a business decision. It must be made at the appropriate level for each division, considering each division's mission, objectives, capabilities and potential benefits.

3.2 Posting

3.2.1 Information posted must be accurate and unbiased. Posts will provide news to audience. News includes, but is not limited to:

- Upcoming events
- Public Health related issues or topics in the news
- Clinic schedules
- Job openings

3.2.2 All posts must provide an additional resource. Resources could include:

- HCHD Website
- Partnering resources

3.2.3 The public will not have the capability to post or comment on the HCHD social media pages. Public input will be restricted to “liking” comments.

3.3 Monitoring messages and comments

3.3.1 The Communications Specialist is required to monitor comments and email messages from the social networking sites. The Communications Specialist will forward any emails that pertain to certain programs to the designated program director so that they may further assess the question.

3.3.2 The Communications Specialist will monitor activity and will report any dialogue perceived as inappropriate or questionable to program directors and the Health Officer.

3.4 Misuse

3.4.1 Misuse of social media communications is in violation of this policy and is prohibited. Activities include, but are not limited to:

- Sending and responding to private messages that are not related to state business;
- The use of vulgar, abusive language, personal attacks of any kind or offensive terms targeting individuals or groups;
- Endorsement of commercial products, services or entities;
- Endorsement of political parties, candidates or groups

3.4.2 Use of the HCHD social network ID for personal use is prohibited.

Examples include:

- Installing plug-ins or helper applications such as those that try to access the company e-mail directory;

- Joining groups using the HCHD social network ID for personal reasons;
- Adding personal friends or displaying a friends list

3.4.3 Use of personal social network account and user IDs for HCHD use is prohibited. The Communications Specialist will create a user ID on the targeted social network using the employee's State email address and will communicate the initial account and password to other designated employees when appropriate.

3.5 Definitions

- 3.5.1 Authorized administrators – Health Officer, Communications Specialist and those identified by the Health Officer
- 3.5.2 Communications Specialist - Employed by the HCHD to monitor and create social networking sites, produce marketing material and assist in delivering the mission and goals of the health department.
- 3.5.3 Social Media - Any media posted on the internet. Examples include, but are not limited to: Facebook, Twitter, Pinterest, website, news stories, blogs and commenting
- 3.5.4 Social Network ID - The specific username and password for the Communications Specialist
- 3.5.5 Facebook Training - A training developed by the Communications Specialist for employees to learn how Facebook works and the security capabilities
- 3.5.6 Designated backup - The backup person able to make edits and postings when the Communications Specialist is not able to do so