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## PUBLIC USE OF GREENE COUNTY PUBLIC HEALTH SOCIAL MEDIA

**Purpose:** This Public Use of Greene County Public Health Social Media policy (“policy”) establishes guidelines for the establishment and use by Greene County Public Health (“health district”) social media sites as a means of conveying information to members of the public.

The intended and primary purpose of health district social media sites is to disseminate information from the health district about the Greene County Public Health’s mission, meetings, activities, services, programs and current issues to members of the public.

The health district has an overriding interest and expectation in protecting the integrity of the information posted on its social media sites and the content that is attributed to the health district and its officials.

**Definitions:**

Social media sites - content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the internet. Examples of social media include, but are not limited to, Facebook, Twitter, Instagram, Blogs, RSS, YouTube, LinkedIn, Delicious, and Flickr.

Health district social media sites - social media sites which the health district establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the social media site’s owners, vendors, or partners. Health district social media sites shall supplement, and not replace, the health district’s required notices and standard methods of communication.

Posts or postings - information, articles, pictures, videos or any other form of communication posted on a health district social media site.

**Policy:**

1. The health district’s official website at [www.gcph.info](http://www.gcph.info) (or any domain owned by the Greene County Public Health) will remain the health district’s primary means of internet communication.
2. The establishment of health district social media sites is subject to approval by the health commissioner or his/her designee. Upon approval, health district social media sites shall bear the name and/or official logo of Greene County Public Health.

3. All content on health district social media sites shall be reviewed, approved, and administered by the health district's public information team during normal business hours (Monday through Friday, 8:00 a.m. to 4:00 p.m. EST).
4. Health district social media sites shall clearly state that such sites are maintained by the Greene County Public Health and that the sites comply with the health district's Public Use of Social Media policy.
5. Health district social media sites shall link back to the health district's official website for forms, documents, online services and other information necessary to conduct business with the health district.
6. The health district's public information team shall monitor content on health district social media sites to ensure adherence to both the health district's Public Use of Social Media policy and the interest and goals of the health district.
7. Health district social media sites shall be managed consistent with the Open Meetings Act. Members of the Greene County Board of Health shall not respond to, or otherwise participate in any published postings, or use the site or any form of electronic communication to respond to, blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body.
8. The health district reserves the right to terminate any health district social media site at any time without notice.
9. Health district social media sites shall comply with usage rules and regulations required by the site provider, including privacy policies.
10. The health district's Public Use of Social Media policy shall be displayed to users or made available by hyperlink.
11. All health district social media sites shall adhere to applicable federal, state and local laws, regulations and policies.
12. Health district social media sites are subject to the Ohio Public Records Act. Any content maintained on a health district social media site that is related to health district business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and could be subject to public disclosure. All postings on health district social media sites shall be sent to an official health district email account and maintained consistent with the Public Records Act.
13. Employees representing the health district on health district social media sites shall conduct themselves at all times as a professional representative of the Greene County Public Health and in accordance with all health district policies.

14. All health district social media sites shall utilize authorized health district contact information for account set-up, monitoring and access. The use of personal email accounts or phone numbers by any health district employee is not allowed for the purpose of setting-up, monitoring, or accessing a health district social media site.
15. Health district social media sites may contain content, including but not limited to, advertisements or hyperlinks over which the health district has no control. The health district does not endorse any hyperlink or advertisement placed on health district social media sites by the social media site's owners, vendors, or partners.
16. The health district reserves the right to change, modify, or amend all or part of this policy at any time as per the Operational and Personnel Policies.

**Content Guidelines:**

1. The content of health district social media sites shall only pertain to health district-sponsored or health district-endorsed programs, services, and events. Content includes, but is not limited to, information, photographs, videos, and hyperlinks.
2. Content posted to the health district's social media sites must contain hyperlinks directing users back to the health district's official website for in-depth information, forms, documents or online services necessary to conduct business with Greene County Public Health, whenever possible.
3. The health district shall have full permission or rights to any content posted by the health district, including photographs and videos.
4. Postings shall normally be made during normal business hours.
5. Any employee authorized to post items on any of the health district's social media sites shall review, be familiar with, and comply with the social media site's use policies and terms and conditions.
6. Any employee authorized to post items on any of the health district's social media sites shall not express his or her own personal views or concerns through such postings. Instead, postings on any of the health district's social media sites by an authorized health district employee shall only reflect the views of Greene County Public Health.
7. Postings must contain information that is freely available to the public and not be confidential as defined by any health district policy or state or federal law.
8. Postings may NOT contain any personal information, except for the names of employees whose job duties include being available for contact by the public.
9. Postings to health district social media sites shall NOT contain any of the following:
  - a. Comments that are not topically related to the particular posting being commented upon;

- b. Comments in support of, or opposition to, political campaigns, candidates or ballot measures;
  - c. Profane language or content;
  - d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, or status with regard to public assistance, national origin, physical or mental disability or sexual orientation, as well as any other category protected by federal, state, or local laws;
  - e. Sexual content or links to sexual content unrelated to the programs and services provided by the health district;
  - f. Solicitations of commerce;
  - g. Conduct or encouragement of illegal activity;
  - h. Information that may tend to compromise the safety or security of the public or public systems; or
  - i. Content that violates a legal ownership interest of any other party.
10. These guidelines shall be displayed to users or made available by hyperlink on all health district social media sites. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster, when available.
11. The health district reserves the right to implement or remove any functionality of its social media site, when deemed appropriate by the health commissioner or his/her designee. This includes, but is not limited to, information, articles, pictures, videos or any other form of communication that is posted on a health district social media site.
12. Except as expressly provided in this policy, accessing any social media site shall comply with all applicable health district policies pertaining to communications and the use of the internet by employees, including email content.
13. All of the content on health district social media sites must be provided to the public information team for review, approval and subsequent posting to the social media site.
14. Health district accounts on social media serve as official government methods of communication; however, the health district does not necessarily endorse or support organizations, messages or other entities that it may follow, share information from, “like” or link to through social networks. These engagement behaviors do not necessarily represent a relationship between Public Health and any other organization or individual.
15. The health district reserves the right to report activity of users on or connected to its social media accounts if it violates the platform’s terms of service. Only under extreme circumstances will the health district ban users from making comments on its content and will follow Facebook’s recommended guidelines for banning users (<https://www.facebook.com/help/www/250902441670435?rdrhc>). The health district will only take such action after consistent and frequent abuse of this policy and only following a written warning on the social medium where the violations take place.

16. The health district further reserves the right to hide, delete or not allow comments and conduct that violates Ohio law, including those comments that:
  - a. Threaten harm to persons or property, or that constitute violent or turbulent behavior;
  - b. Communicate unwarranted and grossly abusive language to any person;
  - c. Insult, taunt, or challenge another that is likely to provoke a violent response;
  - d. Link to other sites;
  - e. Suggest or encourage illegal activity or inflicting self-harm or harming others;
  - f. Consist of multiple successive off-topic posts by a single user or repetitive posts copied and pasted by multiple users, or spam;
  - g. Contain unsolicited proposals or other business ideas or inquiries;
  - h. Promote or endorse commercial services, products, or entities; or
  - i. Inappropriately post personally identifiable information.

RESPONSIBILITY: All health district classified and unclassified employees

SUPPLIES: Computer

RELATED POLICIES: Operational and Personnel

PERFORMED BY: All health district classified and unclassified employees