



# District 2 Public Health

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Banks, Dawson, Forsyth, Franklin, Habersham, Hall, Hart, Lumpkin, Rabun, Stephens, Towns, Union and White Counties

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## DISTRICT 2 SOCIAL MEDIA POLICY AND GUIDELINES

Revised 9/1/16

Each county health department, the district office, and CWSN may have social media account(s) (which includes, but is not limited to: Facebook Page, Twitter, Instagram, Google+, Tumblr, etc.) to promote their health department or unit, providing the following guidelines are adhered to:

1. One person must be designated as the account owner. This person is responsible for managing the social media account and ensuring that all policies are adhered to. IT must be given the name of the account owner, and must be notified of any changes to the account owner.
2. Social media accounts may be managed from a work computer. Contact IT for access to the social media in question if it is currently blocked. The social media account may be managed from any outside computer.
3. A generic e-mail is to be set up on Outlook (contact IT to have account created) for each unit, for example [HallCHD@dph.ga.gov](mailto:HallCHD@dph.ga.gov). This e-mail is to be used for setting up the page and for all social media notifications and actions/activities.
4. All accounts are to be set up in the name of the county health department, district office, or CWSN. Requests for program or department accounts other than the above are strongly discouraged and must be approved in advance by the District PIO, IT, and the District Health Director. From a branding and impact standpoint, it is far preferable to have one site serving multiple aspects of our public health umbrella, than individual, specialized accounts that dilute our message and presence.
5. Wherever possible, the account should be established using the name of the unit rather than an individual's name. If a personal name must be given to set up the account, the account must be separate from that individual's personal account(s).
6. The Facebook page **MUST** be a Page. Personal accounts are not to be utilized. Many other forms of social media do not differentiate between types of accounts. However, if they do, the business option(s) should be chosen. When in doubt, consult with IT for the best choice to use.

7. Wherever possible, accounts should have a minimum of two administrators. In all cases, the account should be accessible and/or transferrable to a new administrator should the current administrator become unavailable to continue caring for the site.
8. Strong passwords must be used for access to the social media accounts. A time period is to be set on the accounts requiring periodic password changes. A strong password must be at least 8 characters and include at least three of the four following conditions: Upper case, lower case, numbers and/or these special characters ! # \$ % & \*
9. The accounts are to have Secure Browsing turned on, so that you browse on a secure connection (https) when possible.
10. No games are to be allowed on the page. Apps are to be allowed on with prior IT approval.
11. Note that social media settings change constantly. The account owner and administrator(s) **MUST** be comfortable with changing privacy, security, and other settings to protect the integrity of the information on the page regardless of what version of social media is currently in use.
12. Absolutely **NO** patient information is to be posted. The account owner is responsible for ensuring that no HIPAA violations occur through the use of the page.
13. Messages may be sent to or received from the social media communities. However, messages are like e-mails, and no patient information is to be sent in a message. Any HIPAA policy applying to e-mails applies to social media, as well. Social media has repeatedly shown that it has less privacy protections in place than personal e-mail and should be treated accordingly.
14. The account owner is responsible for posting appropriate images and ensuring the page layout is professional and represents a favorable image for the health department or unit.
15. The account owner and/or administrator(s) are responsible for posting relevant information to the site, such as closings, special events, rabies clinics, flu clinics, reminder of services offered, etc. In order to keep the site current, it is suggested that posts be made at least once per week. The account owner may institute a process for handling requests to have items posted (such as submitting them by email, etc.).
16. The account owner is responsible for ensuring that the page is monitored on a daily basis to respond to messages and comments, and to delete any inappropriate comments or postings made by the public.
17. The District Health Director has the authority to intervene with any social media account which falls under the umbrella of District 2. The District Health Director may require that a different account owner and/or administrator(s) be designated, should policies be

violated or the integrity of the site not be maintained. This decision may be based on personal observation, complaints received, feedback from the HIPAA Security and Privacy Officers, PIO, or IT Director, etc. In the event that corrections are not made or maintained, the District Health Director may withdraw approval for the local social media account(s), in which case the account(s) must be immediately taken down and/or account(s) closed.

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David N. Westfall M.D., M.P.H., C.P.E.

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Date

**Social Media Account Owner Notification**

(Return to District IT Director)

I, \_\_\_\_\_ (print full name),

as the designated Social Media Owner

for \_\_\_\_\_ (social media site)

of the \_\_\_\_\_ (district unit\*)

attest that I have read and understood the District 2 Social Media Guidelines and agree to abide by them.

I further attest that I have reread the District 2 HIPAA Privacy and Security Policies and agree to uphold them in all aspects of managing and interacting through the social media account.

Signature \_\_\_\_\_

Date \_\_\_\_\_

\*for units other than District 2, a County Health Department, or CWSN the following approvals must be signed:

Approved \_\_\_\_\_  
District Health Director

Approved \_\_\_\_\_  
District PIO

Approved \_\_\_\_\_  
District IT Director