




**COUNTY BOARD OF HEALTH
POLICY # CM-07004
SOCIAL MEDIA POLICY**

Approval:		3-5-24
	District Health Director	Date

1.0 PURPOSE

The intent of this policy is to establish guidelines for the establishment and maintenance of the District 2 Public Health (D2PH) social media accounts and tools.

2.0 AUTHORITY

2.1 The Social Media Policy is published under the authority of the County Board of Health (CBOH) and in compliance with the following:

2.1.1 CMS-07003 Communications: Social Media Policy

2.1.2 Georgia Technology Authority: Social Media

2.1.3 Georgia Technology Authority: Password Security

3.0 SCOPE

This policy applies to D2PH Health Departments and programs. This policy also applies to outside entities and organizations that seek to partner with D2PH concerning social media efforts/messaging.

4.0 POLICY

The policy of D2PH is to ensure that all of those involved in the use and maintenance of District 2 Public Health social media accounts follow guidelines established to ensure that the mission of the district is accomplished. This policy establishes Social Media standards but does not attempt to address every potential issue. Questions concerning appropriate Social Media use will be directed to D2PH Public Information Officer.

5.0 DEFINITIONS

5.1 **D2PH:** District 2 Public Health

5.2 **Social Media:** Twitter, Facebook, Instagram, Hootsuite, Pinterest, YouTube, and any other communication technology that allows users to turn communication into interactive dialogue via the Internet. E-mail is not considered a social media platform.

5.3 **Social Media Accounts** – Social media accounts established by D2PH Public Information

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Officer. These are the only accounts that represent official D2PH messaging.

- 5.4 **Post** – Refers to a crafted message uploaded to a social media site. Posts can be, but are not limited to questions, announcements, current events, and similar communications.
- 5.5 **Legitimate Public Health Purpose** – Means a population-based activity or individual effort primarily aimed at the prevention of injury, disease, or premature mortality, or the promotion of health in the community, including (a) assessing the health needs and status of the community through public health surveillance and epidemiological research, (b) developing public health policy, and (c) responding to public health needs and emergencies.
- 5.6 **Public Health Campaign** – refers to health education campaigns developed on behalf of D2PH programs to inform and raise awareness of public health issues among the public. As relates to social media, a “public health campaign” is characterized as more than three posts done consecutively concerning a specific topic or program.
- 5.7 **Employee** – D2PH Employee

6.0 RESPONSIBILITIES

- 6.1 D2PH Public Information Officer is responsible for issuing and updating procedures to implement this policy.
- 6.2 D2PH managers and supervisors are responsible for monitoring employees' compliance with policy terms.

7.0 PROCEDURES

Using Social Media as a means of communication for D2PH is meant to enhance, not replace more traditional communication channels.

7.1 Standards and Objectives

- 7.1.1 D2PH employees may not establish separate D2PH related accounts, groups, or other affinity groups on social media sites unless granted explicit written permission by the District Health Director and D2PH Public Information Officer.
 - 7.1.1.1 Permission may be granted after the Social Media Policy Standards and Objectives Exception Request form has been submitted for consideration and approval.
- 7.1.2 All D2PH social media accounts are to be managed and maintained by the D2PH Public Information Officer and IT Manager.

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7.1.3 Information presented across D2PH social media channels will be presented in the professional standards for grammar, spelling, brevity, clarity, and credibility, and avoid terminology, language or other content that could discredit or embarrass D2PH or be profane, offensive, or otherwise conflict with D2PH.

7.1.4 D2PH social media accounts should not be used to promote, support, or endorse any specific commercial product, service, entity, or individual or to promote, support, or endorse political campaigns or candidates, proposed legislation, or specific outcomes of any election. This does not preclude factual mention of commercial products, services or companies as needed to clearly convey information and awareness.

7.2 Intellectual Property Rights and Ownership

7.2.1 Refers to the rights a person has to content. D2PH social media accounts may contain photos, video, audio, or other copyrighted material. D2PH will ensure that it has the right to post all social media content including photo and video releases and is not infringing on the intellectual property or privacy rights of others.

7.3 Employee Social Media conduct and Use

7.3.1 The district recognizes that D2PH employees enjoy a right under the First Amendment to express themselves on their own personal social media accounts. However, this right is not unlimited. D2PH employees may not suggest directly or indirectly that their comments represent the views of the District, District Health Director, Georgia Department of Public Health, and/or Commissioner of Georgia Department of Public Health. D2PH employees may be subject to discipline for any expression which disrupt operations within the District, disrupt close working relationships within the District, or contradict the official public health policies of the District or Georgia Department of Public Health.

7.4 Social Media Approval

7.4.1 Request for posts to D2PH centralized Social Media accounts must be submitted to D2PH Public Information Officer for approval and subsequent scheduling.

7.4.2 General content must be submitted at least seven business days in advance of the requested posting date(s).

7.4.3 Public Health Campaigns must be submitted for approval and scheduling at least 30 days prior to the requested posting date.

7.5 Oversight

7.5.1 D2PH Public Information Officer will comply with all applicable federal, state, and

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local laws concerning copyright and intellectual property, including but not limited to, policies concerning public information requests and records retention. D2PH Public Information Officer will also comply with all federal, state, and local HIPAA Privacy and Security policies.

7.6 D2PH Social Media Tools

7.6.1 D2PH allows authorized staff to utilize these tools on behalf of the District to disseminate messages, reinforce and personalize messages, reach new audiences, and build a communication infrastructure:

7.6.1.1 Blogs

7.6.1.2 Buttons and Badges

7.6.1.3 Content Syndication

5.6.1.4 Meta: <https://www.facebook.com/district2publichealth>,
<https://www.instagram.com/dph/gadistrict2/>

5.6.1.5 Mobile apps

5.6.1.6 Online Video (Online Video. html)

5.6.1.7 Podcasts

5.6.1.8 RSS (Really Simple syndication feeds)

5.6.1.9 Twitter: <https://twitter.com/district2publi1>

5.6.1.10 YouTube: <https://www.youtube.com/@d2phga>

5.6.1.11 Widgets

8.0 REVISION HISTORY

REVISION #	REVISION DATE	REVISION COMMENTS
0	February 19, 2024	Initial Issue

9.0 RELATED FORMS

Social Media Policy Standards and Objectives Exception Request



District 2 Public Health

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

Social Media Policy Standards and Objectives Exception Request

Date: _____

_____ Request to Directly Access Social Media Account
Program Name

With this signed approval by the District Health Director and D2PH Public Information Officer, _____
Employee Name, Position Title
shall be granted permission under Social Media Policy # CM-07004 section 7.1.1.1 to establish, maintain, and operate
_____ social media accounts.
Approved Platforms by IT

The approved person(s) must adhere to District and State Social Media Policies and Standards, represent the district professionally, and immediately contact the PIO and IT if there are any issues or concerns that occur during the operation of the social media platforms.

Access to all social media platforms shall be available to the PIO and IT Manager for observation, moderation, and control. The approved person(s) shall not change passwords or access controls to the accounts without the explicit authorization of the IT Manager or PIO. The approved person(s) shall not share credentials to any of the approved platforms unless an exception for that individual(s) has been submitted.

The _____ shall be responsible for monitoring and approving all content on all approved social media platforms. Any content or incidents that violate District or State policies must be reported to the IT Manager and PIO immediately.
Name of Approving Program Authority

If at any point the approved person(s) no longer requires this permission or the person changes, the PIO and IT Manager must be notified in writing and this exception will no longer be valid. If a new person(s) requires access, a new request must be submitted before access is granted.

Requestor Date

District Health Director Date

Program Manager/Owner Date

IT Manager Date

Public Information Officer Date