



**BENTON-FRANKLIN HEALTH DISTRICT**

## Social Media Policy with Procedure

<b>BFHD-AGY-COM-001C</b>	<b>Effective:</b>	03/2016
	<b>Revision #:</b>	0
<input checked="" type="checkbox"/> <b>Approved:</b>		
Jason Zaccaria, M.H.A. District Administrator	<i>Approved Via Workflow</i>	
<input checked="" type="checkbox"/> <b>Reviewed:</b>		
Carla Prock Field Services Supervisor	<i>Reviewed</i>	
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Kathleen Clary-Cooke Community Outreach Coordinator	<i>Approved Via Workflow</i>	
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Janae Parent Admin Analyst/Executive Assistant	<i>Approved Via Workflow</i>	

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**1.0 Statement/Purpose**

The purpose of this policy is to provide oversight on the creation and usage of social media websites.

**2.0 Applicability**

Internal

External

**3.0 Policy**

- 3.1** BFHD will actively engage the community with relevant news and information using social media outlets. This document, in conjunction with the Communications Manual and other references will provide guidance on appropriate social media use and content.
- 3.2** BFHD will maintain no more than one (1) official page for each approved social media platform. Social media platforms are subject to open records regulations and will be backed up per ISS policy.
- 3.3** BFHD reserves the right to restrict and/or remove any content posted to official BFHD social media sites that it deems to be in violation of this Social Media Policy or other applicable law, rule, or regulation. Any content removed based on these restrictions will be retained, including the time and date of the posting and the identity of the poster (if available).
- 3.4** BFHD has approved the use of the following social media platforms: Twitter, Pinterest, YouTube and Facebook.

Wherever appropriate, BFHD will notify the public that the following content will not be allowed on the platform:

- a. Comments not relevant to the topic of discussion within the thread.
- b. Comments advocating political statements, candidates, ballot propositions or local government issues.
- c. Profane language or content.
- d. Content that promotes, fosters or perpetuates discrimination of any kind.
- e. Sexual content or links to sexual content.
- f. Repetitive or spam content.
- g. Solicitations of commerce.
- h. Conduct or encouragement of illegal activity.

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- i. Information that may compromise the safety and/or security of the public and/or public systems.
- j. Content that violates a legal ownership interest of any other party.
- k. Content that violates HIPAA or other confidentiality regulations.

**3.5 Posting to Social Media**

- a. Only a Communications Committee member or supervisor will post content to a BFHD approved social media site.
- b. Content developed or reposted by programs for use should include reference material/background whenever possible, i.e. data cited by the CDC or DOH.
- c. BFHD will not post material or content that is promoting or advertising specific brands, products, materials or businesses not related to public health without the prior approval of a Senior Staff member.
- d. In accordance with state law, BFHD will not advocate or post political statements related to candidates, ballot propositions or local government issues.
- e. Whenever feasible, posts should direct the audience to the BFHD website.
- f. Information regarding investigations will not be released without the consent of the program lead and/or a member of Senior Staff.
- g. Social media websites are subject to public records requests. Additionally, all BFHD posts will be fully compliant with HIPAA and other privacy and confidentiality requirements.
- h. Employees representing BFHD via social media outlets must conduct themselves as representatives of BFHD utilizing the BFHD user account (no personal accounts will be allowed) and in accordance with BFHD policies.

**4.0 Procedure**

This procedure will give staff guidance on maintaining a social media presence.

**4.1 Approving Social Media Accounts**

<b><i>Responsibility</i></b>	<b><i>Step</i></b>	<b><i>Action</i></b>
BFHD Staff	1.	Submit proposal to Community Outreach Coordinator.
Community Outreach Coordinator	2.	Add proposal to agenda and invite ISS to participate in review of proposal at next regularly scheduled Communications Committee meeting.
Community Outreach Coordinator	3.	Present proposal at next regularly scheduled Communications Committee meeting.

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<b>Responsibility</b>	<b>Step</b>	<b>Action</b>
Communications Committee	3.	Weigh the benefits and risks of the platform and make recommendation to Senior Staff or Executive Committee.
Executive Committee	4.	Review social media request and approve or reject proposal.
ISS Manager	5.	Upon approval, set up the requested social media account and notify Community Outreach Coordinator when completed.  <b>Note:</b> ISS will be responsible for creating and maintaining the infrastructure of all social media platforms, to include public disclosure notice.
Community Outreach Coordinator	6.	Prepare social media account usage guidelines and add to <a href="#">External Communications Desk Reference</a> prior to use.
	7.	In coordination with ISS, develop and implement style, logo usage, and branding for site consistent with BFHD Style Guide.

**5.0 Implementation**

BFHD documents are implemented upon date of publication into the BFHD Public Library, unless otherwise specified by the Author.

**6.0 Forms**

N/A

**7.0 Exceptions**

N/A

**8.0 Records**

<b>Record Description</b>	<b>Submittal Responsibility</b>	<b>Retention Responsibility</b>
N/A		

**9.0 Guiding Authority**

*Personal Social Networking Accounts – Restrictions on Employer Access*, Washington State Legislature, Revised Code of Washington [49.44.200](#).

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*Political Activities*, Washington State Legislature, Revised Code of Washington [41.06.250](#).

*Preservation and Destruction of Public Records*, Washington State Legislature, Revised Code of Washington [40.14](#).

*Public Records Act*, Washington State Legislature, Revised Code of Washington [42.56](#).

*Use of Public Office or Agency Facilities in Campaigns-Prohibition-Exceptions*, Washington State Legislature, Revised Code of Washington [42.17A.555](#).

## **10.0 References**

[BFHD-AGY-COM-001A-Communications Plan](#)

[BFHD-AGY-COM-001B-External Communications Desk Reference](#)

[BFHD-AGY-COM-002J-Connecting with Social Media](#)

[BFHD-AGY-COM-001J-Style Guide](#)

Records Retention Policy

Open Records Disclosure Policy

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**Revision History**

<b>Revision #</b>	<b>Section #</b>	<b>Section Title</b>	<b>Brief Description of Revision</b>
0	All	All	Document Creation