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Canton City Public Health

Canton City Public Health
ALL STAFF
FINAL

POLICY AND PROCEDURE	
SUBJECT/TITLE:	Social Media Policy
APPLICABILITY:	All Staff
CONTACT PERSON & DIVISION:	Public Information Officer
ORIGINAL DATE ADOPTED:	11/06/2019
LATEST EFFECTIVE DATE:	11/06/2019
REVIEW FREQUENCY:	5 years
BOARD APPROVAL DATE:	N/A
REFERENCE NUMBER:	800-054-P

A. PURPOSE

The purpose of this policy is to provide guidelines to employees who are engaged in online social networking, as part of their work assignments, in efforts to prevent potential liability and promote and protect Canton City Public Health's (CCPH) reputation.

Canton City Public Health utilizes social media to provide individuals, families and community partners with public health news and best practices.

B. POLICY

Social media tools will be used to:

1. Deliver public information and/or media releases
2. Provide public health education
3. Communicate directly to the public during an emergency

C. BACKGROUND

In the last several years, the use of Facebook, YouTube, Twitter, and other social media tools have been used to disseminate health messages. The trend has grown significantly and continues to increase. CCPH has found using social media tools as an effective way to expand reach, foster engagement, and increase access to credible, science-based health messages.

D. GLOSSARY OF TERMS

Posting: A social media status update, or an item on a blog or forum

Screenshot: A photo that captures activity on a computer screen or smartphone display

Spam: Unnecessary and repetitive content that clogs up inboxes and clutters social media feeds.

Social media platform: Web-based technology that enables the development, deployment and management of social media solutions and services

HIPAA: (Health Insurance Portability and Accountability Act of 1996) is United States legislation that provides data privacy and security provisions for safeguarding medical information.

E. PROCEDURES & STANDARD OPERATING GUIDELINES

1. Publishing/Posting
 - a. Social media administrator(s)
 - i. Only those designated access to administrator rights on CCPH social media accounts may post.



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- b. Contents for posting may be acquired in the following ways:
 - i. Review of posted material on trusted website, social media outlets, etc.
 - ii. Information disseminated internally to CCPH employees that may be of interest to the public.
 - iii. Employees may request that information be posted to social media sites. The request must be emailed to the Public Information Officer (PIO) and must include the division supervisor. For specific division social media sites, the request must be sent directly to the division supervisor. The division supervisor will then forward the information to the designated staff in the division.
 - iv. During emergencies, content will only be posted by the Health Commissioner, PIO or social media manager.
- c. Posting guidelines
 - i. Material to post:
 - 1. Relevant: Information that helps the public and pertains to their daily lives
 - 2. Timely: Information about deadlines, upcoming events, news, current events or emergencies
 - 3. Actionable: Information about activities that require registration or attendance
 - ii. Materials NOT to post:
 - 1. Information about items or litigation or about claims that could be brought against the city
 - 2. Nonpublic information
 - 3. Personal, sensitive, or confidential information
 - 4. Medical information that violates a person's Health Insurance Portability and Accountability Act (HIPAA) protections
 - 5. Political statements or endorsements
- d. Links
 - i. As an extension of the CCPH communications platform, social media sites should include links that direct users back to the CCPH website for more information, forms, documents, or online services as necessary.
 - ii. The CCPH website is <http://www.cantonhealth.org>
- e. Employees
 - i. Employees are encouraged to engage with the CCPH social media platforms with the following restrictions. Employees may not:
 - 1. State or imply that they are speaking officially for CCPH.
 - 2. Engage in debates or respond to discussions about CCPH, even if erroneous or slanderous.
 - 3. Use CCPH email to set up a personal social media account unless authorized to do so.
 - 4. Share information or post photos/videos that would identify a patient or violate confidentiality including HIPAA.
 - 5. Post inappropriate comments or links on CCPH social media sites. Such postings include but are not limited to:
 - a. Hate speech, profanity, obscenity or vulgarity

- b. Gratuitous nudity in pictures
 - c. Defamation, name calling and/or personal attacks
 - d. Spam
 - e. Comments that would disclose protected health information
 - f. Other comments that CCPH deems inappropriate
 - g. Materials subject to copyright, without permission
- ii. Report erroneous or slanderous information to the service area director or the social media administrator.
 - iii. Employees that violate this policy will be disciplined in accordance with the department's progressive disciplinary policy.
- f. Comments
- i. Comments from the public are welcome on social media sites. Comments must be monitored daily by the social media administrator during working hours.
 - ii. Publishers may only remove posting based on guidelines below, not because a comment disagrees with the county policy. All social media sites that allow comments must include the following text on the CCPH page:

The purpose of this site is to present matters of public interest from Canton City Public Health; including its many residents, businesses, and visitors. We encourage you to submit your questions, comments, and concerns, but please note this is a moderated online discussion site. The content that you submit is available to the public.

All links to other websites linked from Canton City Public Health's social media sites are provided as a service to readers, but such links do not constitute endorsement of those sites by CCPH or the State of Ohio and as such CCPH is not responsible for the content of external websites.

Once posted, CCPH reserves that right to delete these types of submissions:

- 1. Vulgar language***
- 2. Personal attacks of any kind***
- 3. Comments or content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, gender identity, gender presentation, marital status, sexual orientation, genetics, status with regard to public assistance, national origin, or physical or intellectual disability.***
- 4. Spam or links to other sites***
- 5. Clearly off topic***
- 6. Advocate illegal, dangerous, or violent activity***
- 7. Promote particular services, products, or political organizations***
- 8. Infringe on copyrights or trademarks***
- 9. Personally identifiable medical information***
- 10. Information that may compromise the safety, security, or proceedings of individuals, public systems, or any criminal or civil investigations.***

11. Solicit business

Please note that the comments expressed on this site do not reflect the opinions and position of CCPH or its employees. If you have any questions concerning this social media platform, please contact Canton City Public Health at 330-489-3231.

Comments that meet the above criteria should be **hidden from the feed and the commenter should be blocked. Settings should be in place to automatically block comments due to vulgar language, etc.**

Publishers may choose to reply to comments and engage residents in the same way we reply to phone and email inquiries, but business decorum must prevail and factual responses – not opinions – must be shared. Social media administrator(s) monitoring for and replying to comments may coordinate responses with other agencies, if appropriate, so the best response can be provided.

- g. Archives and Retention
 - i. Social media is public record. All posts and comments are discoverable and must be archived in accordance with the Ohio Historical Society current standards.
 - ii. During an emergency and/or activation of the Stark Alert system, emergency message posting will be printed and retained with disaster documentation and retained with all disaster documentation indefinitely.
- h. Security
 - i. Passwords shall be maintained in accordance with Sections 3010 and 3080 of the department's HIPAA policy

F. CITATIONS & REFERENCES

800-016-P HIPAA Privacy and Security Policies http://www.cantonhealth.org/pdf/800-016-P_HIPAA%20POLICY_Updated%205-2018.pdf

800-005-P Information Technology Policy http://www.cantonhealth.org/pdf/800-005-P_Information%20Technology%20Policy_FINAL_20171004.pdf

<https://www.cdc.gov/maso/policy/SocialMediaPolicy508.pdf>

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- Stark County Health Department, Ohio
- Tuscarawas County Health Department, Ohio

G. CONTRIBUTORS

The following staff contributed to the authorship of this document:

1. Kimberly Koons, Dietitian III

H. APPENDICIES & ATTACHMENTS

N/A



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I. REFERENCE FORMS

N/A

J. REVISION & REVIEW HISTORY

Revision Date	Review Date	Author	Notes

K. APPROVAL

This document has been approved in accordance with the “800-001-P Standards for Writing and Approving PPSOGFs” procedure as of the effective date listed above.