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Social Media Policy

- I. PURPOSE:** The Prince George's County Health Department is critical to promoting safety, preventing disease, and addressing many health needs — be they physical, mental, or social — for all Prince George's County residents. Critical to PGC mission are service, transparency and information accessibility. As communication is increasingly facilitated via the Internet and digital media, establishing guidelines for PGC messaging via social media platforms is essential.

This policy establishes guidelines for social media use including creation and management of information via PGC-affiliated social media accounts, including matters related to customer service.

This policy also is intended to help protect PGC and its employees from legal, credibility and other risks that may arise from posting information, engaging with social media users, and participating in related online social media interaction as it relates to PGC.

- II. BACKGROUND:** This policy specifies professional social media use parameters, including account creation, maintenance, and protocols for managing messaging related to customer service matters.

The policy also incorporates aspects of PGC's Brand Management Policy to ensure cohesive representation of PGC messaging both visually and verbally.

- III. DEFINITIONS.** In this policy, the following terms have the meanings indicated.

"Social media" means forms of electronic communication such as websites for social networking and microblogging through which users create online communities to share information, ideas, personal messages, and other content (e.g., Facebook, Twitter, YouTube, Tumblr, Instagram, Snap, Pinterest and LinkedIn).

"Media" means any mode of communication (e.g., radio, television, newspaper, magazine, Internet, social media, etc.) that may reach or influence people widely.

"Personal social media activities" means accessing or posting information to a social media site that is not related to professional activities and responsibilities affiliated with PGC.

"Logo" means a mark, symbol, or icon used to identify an organization; logos may or may not include text and/or type elements.

"Hate speech" means language that attacks, threatens, or insults a person or group of people.

"Hide comment" means a comment on Facebook will only be visible to the person who wrote it and their Facebook friends

"Threat" means an expression of intent to inflict harm, injury or damage their Facebook friends.

"Misinformation" means incorrect or misleading information.

SOCIAL MEDIA COMMUNICATION

- I.** All PGC-affiliated social media accounts must abide by brand and visual identity standards set forth by the Office of Communications.
- II.** All PGC-affiliated social media account titles must follow established naming conventions: Prince Georges County Department of Health [Office/Program/Administration].
- III.** All PGC-affiliated social media account header imagery is at the discretion of the page manager but must reflect the page's mission.
- IV.** All PGC-affiliated social media accounts must utilize profile photos as specified by the Office of Communications.
- V.** All PGC-affiliated social media accounts must be created using an official maryland.gov email address.
- VI.** The PGC Office of Communications must be granted access as an account administrator upon creation.

CREATION

- I.** All PGC-affiliated social media accounts should function as a digital extension of the services that PGC provides and should disseminate information useful to the general public — including health care resources, public health announcements, press releases, safety and preparedness information from federal, state and local partners, in addition to updates on departmental and statewide initiatives.
- II.** Entities that identify a need to create an official PGC affiliated social media account for their respective administration, office, program, initiative, etc. must first have written consent from the Office of Communications.
- III.** Requests to create any PGC-affiliated social media account must be submitted in writing to the Office of Communications and must include:
 - A description of the administration, office, program, initiative, etc. including its mission;
 - Objectives to achieve through social media outreach;
 - List of proposed social media platform(s), including justification and proposed content for each;
 - Audience identification;
 - Strategic overview of content to be posted;
 - Anticipated frequency of messaging;
 - Plan and process for monitoring discussions and responding to messages;
 - Account manager and designee(s) identification;
 - Proposed plan for Section 508 compliance.

Department of Social Media Activity

- I.** All social media content must be consistent with brand standards.
- II.** Imagery must project quality and professionalism and must support messaging for the content of the media to which it is applied.
- III.** Use of the PGC logo must first be approved by the Office of Communications.
- IV.** All social media posts must be accurate, timely, and compliant with Section 508 accessibility standards to the greatest extent possible.
- V.** All social media posts must be written using plain language.
- VI.** All social media content must cite sources of information as appropriate and may only share content from verified sources including academic, federal, state, and local partners.

PERSONAL SOCIAL MEDIA ACTIVITY

- I.** Employees must use a personal email address, not an PGC email address, for personal social media activities.
- II.** Employees are personally responsible for any social media posts to personal accounts. Employees are expected to follow all applicable laws and regulations governing social media use.

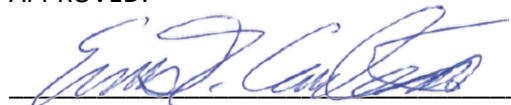
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- II.** Employees are personally responsible for any social media posts to personal accounts.
- III.** Employees are expected to follow all applicable laws and regulations governing social media use. Restrictions.
- IV.** Employees may not use social media for personal reasons during work time.
- V.** Employees may not post to personal social media accounts using PGC electronic resources. Employees may not create the impression that they represent the opinion of or the position of PGC in any personal social media posts

RESTRICTIONS

- I.** Activity on PGC-affiliated social media platforms may only be facilitated by identified account managers or their designee(s).
- II.** Account approval is at the discretion of the Office of Communications.
- III.** Prior to account approval, proposed social media managers must undergo social media training as provided by the Office of Communications.
- IV.** Employees may not use social media for personal reasons during work time.

APPROVED:



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