



## North Carolina Public Health Association

### DRAFT Social Media Policy

#### I. Purpose of Social Media

- a) The purpose of this document is to provide guidelines for the use of social media sites within the North Carolina Public Health Association.
- b) This policy will establish the following: 1) NCPHA's position on the use social media as part of its communication, education, and promotion of public health for North Carolinians; 2) guidelines and expectations for development and use of social media services in an official capacity; and 3) suggestions for employee's personal use of social media.
- c) NCPHA expects all who participate in social media in an official capacity, on behalf of the association, to understand and to follow these guidelines. These guidelines will evolve as new technologies and social networking tools emerge.

#### II. Social Media Defined

- a) The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio. Citation:  
<http://www.creativemediafarm.com/information/glossary>
- b) Consists of blogs, wikis, Twitter, Facebook, RSS feeds, YouTube, Flickr, and widgets.

#### III. NCPHA Position on the Use of Social Media

- a) NCPHA realizes the importance of social media and how it is changing the way everyone communicates and works.

b) NCPHA must embrace social media because:

- 1) It provides a more direct way to reach constituents
- 2) It fills in the gaps left by the changes in traditional media
- 3) It is real-time distribution of information
- 4) It reaches a large scale audience of stakeholders interested in up to the minute information

c) Social media will:

- 1) build a capacity of local health departments and division of public health programs to conduct best practice social media marketing
- 2) establish a community of practice in which individuals and agencies can link with one another and broaden their knowledge and skills
- 3) promote support for public health in NC among various constituencies
- 4) promote practice of healthy behaviors by North Carolina's various population

#### IV. Use of Social Media to Represent NCPHA

- a) Creation and maintenance of all authorized social media sites will be conducted as part of NCPHA's social media sustainability plan.
- b) The NCPHA Student Caucus and staff members will be in charge of maintaining and updating social media sites daily.
- c) The NCPHA Administrators and Student Caucus will oversee and make decisions regarding social media sites, authorize who has access to these sites, change passwords for NCPHA, and evaluate requests of usage.

d) Preferred social media tools

- 1) Twitter - Microblog
- 2) Facebook – Social Networking Platform
- 3) YouTube – Video Sharing
- 4) Blogs – Blogger

#### V. Content Guidelines for Official NCPHA Social Media Sites

- a) All content should be professionally related to public health or NCPHA. Administrators should be aware that posts can be seen by anybody and should be of appropriate material only. All posts must be ethical and non discriminatory. Posting inappropriate material

such as provocative photos, inappropriate language, or discriminatory posts can result in a disciplinary action.

- b) If a response is inappropriate or rude, always be professional and take time to think about the comment versus just posting one's own opinions or comments. Consult other public health professionals in NCPHA when this occurs.
- c) Employees must not use NCPHA's social media sites for their own personal use. Posting of political or personal advertising is prohibited. NCPHA's social media sites should only contain information about NCPHA and public health if employees do not comply to these guidelines this will result in a disciplinary action.
- d) Guidelines maybe added by the executive director of NCPHA that are not in section V, these guidelines will be added at the executive director's discretion.

## VI. Public Record, Records Management and Preservation

- a) Communication through NCPHA social media sites is considered a public record under G.S. 132 and will be managed as such.
- b) All posts made to forums, blogs, twitter and facebook pages are not private. Anything posted by both employees of NCPHA and third parties will be considered public records.
- c) All privacy settings should be set to public.
- d) Employees should not delete any information posted by other employees unless authorized. All information should be saved and later archived.

## VII. Employee Use of Social Media

- a) Employees should be mindful of what they choose to post on their personal social media sites in reflection of their employer, NCPHA. Employees should never post anything they would not want their employer to see.

\*\*Approval of this document is needed in order for it to be official, This is only the first draft completed on July 27, 2010