

Guidelines for Social Media

A. Required Work-Related Use of Social Media

Employees (or advertising agencies that are working on behalf of the CNCHD) who are selected by their Division Director/Manager to contribute or moderate a social media site will be known as Editors.

In addition to the topics addressed in this policy, social media content must be in compliance with CNCHD's relevant policies, including its [cultural sensitivity policy](#), [workplace violence policy](#), [solicitations/postings policy](#), [sexual harassment policy](#), [confidentiality policy](#), [computer policy](#), [computer HIPPA policy](#) and other pertinent policies.

Editors must know and follow the CNCHD's [Computer policy](#) and [Media/Public Relations Guidelines policy](#) and any additional policies that address CNCHD's information technology resources.

B. Editors are personally responsible for the content they publish on any CNCHD social media site.

Considerations When Speaking on Behalf of the CNCHD

- Editors must identify themselves—name and, when relevant, role at the Agency—when discussing CNCHD or CNCHD-related matters on the CNCHD social media website or in connection with the CNCHD's social media identity.
- Editors will write in the first person.
- It is important to make clear that Editors are speaking on behalf of the CNCHD.
- Editors should only speak on behalf of the CNCHD when they have received prior permission from their Division Director/Manager to address a particular topic in a particular way.

Understand Users' First Amendment Rights. Although the CNCHD can moderate the social media sites that accept comments from the public (such as blogs and wikis) to restrict speech that is obscene, threatening, discriminatory, harassing, or off topic, it cannot use the moderation function to restrict speech with which the CNCHD merely disagrees (i.e., subject matter restrictions). Users have some First Amendment rights in posting content to public social media sites hosted by government agencies. CNCHD Editors must respect those rights by leaving comments other than those excluded for specific legitimate reasons on the website.

Do Not Comment on Social Media Sites about Agency Business Outside the CNCHD's Social Media Sites or Identities. Editors should not publish content to any website outside of the CNCHD's website that has to do with the CNCHD or CNCHD-related matters.

Respect Copyright Law. CNCHD's social media Editors must abide by laws governing copyright and fair use of copyrighted material owned by others. They should not reprint whole articles or publications without first receiving written permission from the publication owner. They should not quote more than a short excerpt of someone else's work and, if possible, provide a link to the original. Reposting or "sharing" third party material via an

article link or reference to the original text or material does not require a release when the original content is not actually reproduced.

Protect Confidential Information. Editors must not provide confidential information or information protected by HIPAA or post legally protected personal information that they have obtained from CNCHD as per the [Confidentiality policy and Computer HIPPA policy](#). Editors must ask permission to publish or report on conversations that occur within the CNCHD. Editors will not post information about policies or plans that have not been finalized by the CNCHD, unless they have received explicit permission from their supervisor to post draft policies or plans on the CNCHD's social media for public comment.

Consider Content and Get Approval For All Posts. As informal as social media sites are meant to be, if they are on a government domain or a government identity, they are official government communications. Comments from the public will be screened by CNCHD staff Editors before they are approved and posted for public viewing. However, not all sites provide this option. Sites that do not offer the option of screening a comment before it is posted will be regularly monitored by CNCHD Editors (or advertising agencies working on behalf of the CNCHD).

Handling Negative Comments. Because the purpose of many social media sites, particularly agency blogs and wikis, is to get feedback from the public, some of the feedback will be negative. Some effective ways to respond to negative comments include:

- Providing accurate information in the spirit of being helpful.
- Respectfully disagreeing.
- Acknowledging that it is possible to hold different points of view.

If a comment is removed due to inappropriate content, the date, time, comment content and username of the person leaving the comment will be maintained for future reference. The Social Media Documentation Form will be used to track all required information.

Provide Links. When making a reference to a law, regulation, policy, or other website, a link or the site where the policy can be found will be referenced.

Respect the Audience. Editors will not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the CNCHD workplace. Wyoming residents reflect a diverse set of customs, values and points of view. Editors should be themselves, but do so respectfully. This includes not only the obvious (no ethnic slurs, personal insults, obscenity, threats of violence, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory—such as party politics and religion. Editors will not use the CNCHD's social media presence to communicate among fellow CNCHD employees. Editors will not air differences with fellow CNCHD employees on the CNCHD's social media's presence. Editors will show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as race, ethnic origin, and religion.

Be Transparent, Admit to Mistakes, and Differ Respectfully. Editors will not pick fights and will be the first to correct mistakes. Editors will not alter previous posts without indicating

that they have done so except for minor grammatical changes. When they see misrepresentations made about the CNCHD by other users, they may use the CNCHD's social media site or identity to point that out. However, they must do so with respect and write only the facts.

Requests for other City or County services: If a request for a service not offered by the CNCHD is made on the social media site, it must be referred to the proper City or County department. The date, time, comment content and username of the person leaving the request should be maintained as well as how the request was handled. The request should be removed from the social media site when the request is referred.

If a request/comment on a social media site can be construed as an emergency, the Editor is to contact their Division Director/Manager immediately and inform them of the request/comment and appropriate follow-up made. All information must be documented as above.

Use the Social Media Site or Identity Only to Contribute to the CNCHD's Mission. Social media sites and identities should be used in a way that contributes to the CNCHD's mission by:

- Helping CNCHD employees perform their jobs better;
- Informing citizens about CNCHD services and how to access them;
- Making the operations of the CNCHD transparent and accessible to the public;
- Creating a forum for the receipt of candid comments from residents about how the CNCHD can be improved; and
- Encouraging civic engagement.

Respond to Mistakes. If Editors make an error, they must own up to it and correct it immediately. Once something is posted, it should stay posted. Only spelling errors or grammar fixes should be made without making the change evident to users. If Editors choose to modify an earlier post, they should make it clear that they have done so—do not remove or delete the incorrect content; provide the correct information and apologize for the error.

Ways to accomplish this include:

- Strike through the error and correct.
- Create a new post with the correct information and link to it from the post needed to be corrected or clarified.

Either method is acceptable. The goal is for the social media identity or site to achieve transparency. CNCHD cannot change content that has already been published without making the changes clearly evident to users.

Continue to Perform Regular Duties. Editors should make sure that their online activities, even if they are sanctioned or required by the CNCHD, do not interfere with other parts of their job. Employee social media users are responsible for keeping their managers informed about any impediments that arise which could disrupt the agreed on publishing schedule.

Handling Media Inquiries: The CNCHD social media identity or site may lead to increased inquiries from the media. If Editors are contacted directly by a reporter, they must refer media questions to the Public Information Officer as per the [Media/Public Relations Guidelines Policy](#).

C. Editor Responsibilities

It is the responsibility of any person subject to this policy that uses a social media to read, understand, and follow this policy. In addition, users are expected to exercise reasonable judgment in interpreting this policy and in making decisions about the use of social media identities. Any person with questions regarding this policy should seek clarification from their Division Director/Manager. Failure to observe this policy may subject individuals to disciplinary action, including termination of employment.

The information below must be posted on all CNCHD social media sites:

“The City of Casper-Natrona County Health Department (CNCHD) reserves the right to modify or remove any messages or postings that it deems, in its sole discretion, abusive, obscene or defamatory. Comments in violation of the copyright, trademark right, or other intellectual property right of any third party, or otherwise inappropriate, will also be removed.

CNCHD also reserves the right to edit or modify any submissions in response to requests for feedback or other commentary. Notwithstanding the foregoing, CNCHD is not obligated to take any such actions and will not be responsible or liable for content posted by any subscriber in any forum, message board, or other area within the service.

Customers agree to indemnify CNCHD, its officers and staff from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by posted content or comments. Forums and messaging may not be used for commercial purposes or for organized political activity.

If customers are affiliated with this site, they may be openly associating themselves with the CNCHD.

If a customer does not agree to the above terms, the individual should not use CNCHD sponsored sites. Violation of these terms may lead to legal liability.”

The comments section should be checked daily. Messages should be sent on an as-needed basis for the following occasions:

- Send a message to fans to highlight new Facebook™ posts (once a month).
- Post bulletins to highlight campaigns, programs, services, etc., on an as needed basis, using the established [monthly events calendar](#) as a guide.
- Post messages to respond and explain any rejected fan requests (as necessary).
- Reply to messages that CNCHD Facebook™ pages have received from fans (daily).
- Reply to tweets that CNCHD Twitter™ accounts have received from followers

- (daily).
- Reply to comments that CNCHD YouTube™ accounts have received from viewers (as needed).

If an Editor is unsure of a post, he or she should discuss it with their Division Director/Manager. What Editors publish is their responsibility, as are any possible repercussions.

Process for Establishing Social Media Sites

Editor Selection: The CNCHD Director and the employee's Division Director/Manager are responsible for selecting Editors to design, manage and maintain social media sites. Social media site content is approved through the **review and approval process**, and the content is then posted to the social media site. Editors will respond to posts from the public with approval from the Division Director/Manager releasing the information. Division Directors/Managers will confer with the CNCHD Director if the need arises on responding to posts from the public.

Planning: Before entering into on-going social media efforts, Editors should consider the purpose of the social media effort, the intended audience for the communication, and the resources necessary to make this communication tool useful to the CNCHD.

Editors will submit a completed Social Media Information form to their Division Director/Manager and give it to the CNCHD Director for approval. Once the Division Director/Manager and CNCHD Director grant their approval, the campaign may begin.

Training: The CNCHD will train all CNCHD Editors concerning creation, monitoring and maintenance of social media sites. The CNCHD will assure that Editors are aware of the guidelines for social media sites as well as site monitoring and maintenance.

Social Media Site Establishment: The Editor will work with CNCHD to establish the site. Once approved by his/her Division Director/Manager and the CNCHD Director, the Editor will create the site based on the proposal submitted to the Division Director/Manager and the CNCHD Director. Before the site goes live, it will be reviewed by the Editor's Division Director/Manager and CNCHD Director. Once approved, the site will go live.

All social media should clearly be branded with the CNCHD logo(s) to assure the public that it is an "official" CNCHD site.

Personal Use of Social Media at Work

Follow the Computer Policy: CNCHD employees will know and follow the CNCHD's **computer policy** and any additional acceptable use policies for use of CNCHD information technology resources.

- **Employees' personal use should not be attributable to the CNCHD or to the employee's job function at the CNCHD.** An employee's use and comments made at a social media site are subject to First Amendment protections.
- **Employees' personal use must be in conformance with relevant portions of the computer policy and all relevant laws and regulations.** Employees' use of such sites must be in compliance with the CNCHD's relevant policies, including its **cultural sensitivity policy, workplace violence policy, solicitations/postings policy, sexual harassment policy, confidentiality policy, computer policy, computer HIPPA policy and other pertinent policies.**

Personal Use of Social Media Outside of Work

- **Employees' personal use should not be attributable to the CNCHD or employee's job function at the CNCHD.** An employee's use and comments made at social media sites are subject to First Amendment protections. However, any personal use made of social media sites outside of work must be conducted in such a manner that a reader would not think that the employee is speaking for or on behalf of the CNCHD.
- **Employees' personal use must be in conformance with relevant portions of workplace policies.** Employees' use of such sites must be in compliance with the applicable portions of the CNCHD's relevant policies, including its harassment and discrimination policies, confidentiality policies, ethics rules, code of conduct, workplace violence, and other policies. Some of these policies, for example the CNCHD's **sexual harassment policy and cultural sensitivity policy**, could apply to employee actions performed outside of normal working hours at third party sites.