

Policy P-43

Social Media Policy

PURPOSE

The purpose of the Social Media Policy is to provide guidance for public use of Miami County Board of Developmental Disabilities (Riverside) social media sites or pages, as well as employee use of social media, which should be broadly understood for purposes of this policy to include any form of electronic communication through which users create or post online to share information, ideas, personal messages, videos and other content.

Introduction

Miami County Board of Developmental Disabilities (Riverside) recognizes that the popularity of social networking/media and devices are on the rise, and fundamental changes are occurring in the way people communicate and share information with one another. Often, these social media platforms encourage casual and free-flowing exchanges of information among family, friends and acquaintances. Social media is an important part of the overall communications strategy of the Miami County Board of Developmental Disabilities (Riverside). It compliments existing practices for public relations including newsletters, special events and internal communications.

Social Networking Definitions

Social Media – Forms of electronic communication through which users create online communities to share information, ideas, personal messages, videos, and other content.

Social Networking – Social networking is the building of online communities of people who have common interests. Examples include Facebook, Instagram, Snapchat, Twitter and LinkedIn.

Comments - Includes all information in the form of text, pictures, videos or any other form of communicate content posted on social media sites.

Content Author – Employee(s) authorized by Riverside to be responsible for preparing and posting information on Riverside’s social media sites.

Moderator – Employee(s) authorized by Riverside to be responsible for reviewing, responding to and/or removing information posted on Riverside’s social media sites

Post – Content entry or update on a social media site.

Poster – Any person posting information on social media sites.

Site Administrator – Employee(s) responsible for the ongoing development, design and maintenance of Riverside’s social media sites.

Riverside Social Media Sites

Unless otherwise approved, all social media sites shall have content authors, moderators and site administrators designated by the Superintendent. Only approved content authors, moderators and site administrators may post on behalf of the organization to ensure appropriate use, message and branding consistent with the goals and policies of Riverside. Likewise, approved site administrators are the only staff who may send messages, respond to comments and create new pages/feeds/groups/etc. on social media.

Social Media Disclaimer

The following policy will be posted on our Miami County Board of Developmental Disabilities (Riverside) Facebook page. Links to the policy will also be posted on Twitter, Instagram, YouTube, Pinterest, LinkedIn and all other future social media accounts, directing the public to read the policy on our website.

NOTICE TO PUBLIC:

1. General Notice

This is the official Miami County Board of Developmental Disabilities (Riverside) page. We welcome all questions and commentary. Please note that comments expressed on this page do not necessarily reflect the opinions or position of the Board, its management or employees.

2. Oversight and Enforcement

a. As a result, the Board reserves the right to remove any comments that contain:

- Confidential information
- Trademark or copyright violations
- Profanity
- Racist, sexist, obscene or derogatory comments
- Threatening or harassing comments
- Posts or links that promote or suggest illegal behavior
- Commercial endorsements or spam

Violators of this policy may have their comments removed from the Board’s social media sites. Continued violations of this policy may prompt the Board to restrict an individual’s future ability to comment on the Board’s social media sites.

This policy does not apply to communications protected by the U.S. or Ohio Constitution.

3. Notice of Monitoring

- a. Social media accounts may only be monitored during business hours. If messages are received during non-business hours, they may not receive a response until the next business day.
- b. If you are a person served by the Miami County Board of Developmental Disabilities (Riverside), and need immediate assistance after hours, please call our After Hours Help Line at (937) 875-0484.

Employee Use of Social Media

Fulfilling the Board's mission includes access to very private and legally protected information. Many employees enjoy close relationships with people served and their families, however it is important to remember that we may not share information about individuals served outside of work. At all times, employees should think before posting and do no harm. There is no such thing as a "private" social media site. Avoid posting when emotions are high and follow the organizations conduct policy.

Work Expectations

Social networking or other media activities purely for personal purposes should be kept to personal time. We do allow employees to make occasional personal use of social media so long as it does not involve unprofessional or inappropriate content and does not adversely affect your productivity or otherwise interfere with your responsibilities. Repeated use of social media during working hours may result in disciplinary action.

Off Duty Expectations

While the Board respects employee rights to personal privacy, employees must respect the fact that employees do not speak for the Board or individuals served by the Board when it comes to social media and networks. Our relationships with the community, key stakeholders, business partners, employees and individuals we serve are extremely important.

Off duty expectations of employees relative to social media include:

- An employee may not make inappropriate remarks or displays about individuals served, their families, providers, or any other organization affiliated with Riverside.
- An employee may not harass in any manner another employee, Board member, an individual served, an individual served representative or family, or others associated with the Board through social networks or media, including telephone or email.
- An employee may not use any Board logos without proper authorization.
- An employee may not act or purport to be a Board representative on any matter or discussion without consultation with and permission from the department director or the Superintendent.
- An employee may not share images of individuals served or the Board workplace or other Board employees in a work setting without authorization from the department director or the Superintendent.

