

ORCAS ISLAND HEALTH CARE DISTRICT

Social Media Policy

Section 1. Introduction. The purpose of this policy is to provide direction and oversight ~~by the Board of Commissioners (“Commissioners”) of the Orcas Island Health Care District (“District”)~~ on the creation and usage of social media ~~by the Board of Commissioners (“Commissioners”)~~ ~~by the staff and members of the District’s Communication Committee of the Orcas Island Health Care District (“OIHCD Committee”).~~ Social media tools can improve interaction between the ~~OIHCD District~~ and the public, reaching new and diverse populations from traditional media sources.

Section 2. Policy.

Section 2.1 Approved Social Media Sites. On an annual basis the ~~OIHCD Committee~~ will designate a list of approved social media platforms to ensure the ~~OIHCD District’s~~ media strategy is effective and reaches the largest number of Orcas residents. ~~OIHCD The District~~ will maintain no more than one (1) official page for each media platform. ~~All OIHCD communications, including social media, are public records and will be managed in compliance with the public records law and the OIHCD’s public records policy.~~

Section 2.2 Posting to Social Media Sites. ~~Only No one other than the Chair of the OIHCD Communications Committee, the OIHCD District Superintendent (“Superintendent”), and the OIHCD Administrative Assistant~~ ~~authorized District staff members~~ shall post content to an approved social media site.

Section 2.2 Prohibited Content. ~~The OIHCD No material or content will be posted will not post material or content to the approved media sites~~ that is promoting or advertising specific brands, products, materials or businesses not related to public health without the prior approval of ~~both the Chair of the OIHCD Communications Committee and the OIHCD Superintendent.~~ In accordance with WA state law, ~~OIHCD District~~ will not advocate or post political statements related to candidates, ballot propositions or local government issues.

Section 2.3 Posting of Comments. Generally, the ~~OIHCD District~~ social media posts will not allow public comments. On occasion, the ~~OIHCD District~~ will make posts that solicit public comment. In these instances, the ~~OIHCD District~~ encourages the public to actively participate on the social media sites when posts with comments are made; in those cases, the ~~OIHCD District~~ reserves the right to restrict and/or remove any content posted to official ~~OIHCD District~~ social media sites that are deemed in violation of this policy. The ~~OIHCD Superintendent and the OIHCD Administrative Assistant~~ ~~or authorized staff members, or in their absence, the Chair of the~~

Commented [PG1]: Deleted bc same language is in Section 2.5 and this is important enough to have its own section.

Commented [PG2]: Is there a Chair? Is that person a Commissioner? If the Committee is empowered to make decisions, rather than recommendations, its meetings and actions are subject to all of the requirements of the Open Public Meeting Act. To date, the Board has not delegated decision making authority to the Committee.

Commented [CC3R2]: Removed posting or approving power from committee members.

Commented [PG4]: So if one is unavailable the content does not get posted?

Commented [CC5R4]: May recommend changing language to allow superintendent to delegate posting power to a committee member?

Committee, will review all public comments and have the right to remove those comments if they violate ~~our~~ the District's content policy. ~~The Chair of the Communications Committee may also review and remove comments if the Superintendent is unavailable.~~ Comments will be removed if:

1. They are off topic or link to material that is off topic;
2. They advocate political views, candidates, ballot propositions or local government issues;
3. They include profanity or are hateful or mean-spirited in nature;
4. They contain personal attacks or threatening language;
5. They contain content that fosters, promotes or perpetuates discrimination of any kind;
6. They contain sexual content or links to sexual content;
7. They contain commercial promotions or spam; or
8. They contain content that promotes or encourages illegal activity.

Commented [PG6]: These are both legally problematic now in some states; I couldn't find any WA cases on point. The general legal advice is to not permit comments to be posted. The authorized site could tell people that if they want to comment the comments can be submitted through the District's website with a link to the Contact Us page.

Commented [CC7R6]: Should we move towards not allowing comments at all?

Section 2.4 Sharing of Posts. The OHCDDistrict encourages the sharing of OHCDDistrict social media content by the public. However, the OHCDDistrict reserves the right to establish and alter sharing privileges based on OHCDDistrict discretion.

Section 2.5 Compliance with Public Records Law. All OHCDDistrict communications, including social media, are public records and will be managed in compliance with the public records law and the OHCDDistrict's public records policy.

Section 2.6 Personal Social Media. OHCDDistrict employees and commissioners may have social media accounts that they use for personal rather than OHCDDistrict ~~accounts~~ activities. To prevent those accounts from becoming subject to the Open Public Meeting Act, and the Public Records Act, ~~e~~Commissioners and staff are encouraged to take the following preventative actions:

- ~~Post a disclaimer on your personal account that identifies the account purpose and that the opinions you express are your own~~ Do not identify yourself as a Commissioner or an elected public official on your website unless you include language that informs readers that anything you post on your site is your personal opinion only.
- Limit the account content to personal use and do not post anything related to the OHCDDistrict.
- Understand and use privacy settings to manage the account.
- Have a plan in place to respond to or forward OHCDDistrict-related comments to the OHCDDistrict Superintendent, including how the record is retained.
- Don't discuss your private accounts in public meetings or documents.
- Don't link ~~to~~ your private accounts ~~from to or from~~ an OHCDDistrict account.
- Don't use any OHCDDistrict device to post to or maintain your private account.
- Don't use your District email address or any logo that the District may adopt for your personal social media posts

Policy adopted _____.

2023 Approved Social Media Sites –

Facebook

Instagram