

**SAN JUAN COUNTY PUBLIC HOSPITAL DISTRICT #2
LOPEZ ISLAND HOSPITAL DISTRICT
(LIHD)**



SOCIAL MEDIA POLICY

**ADOPTED
MARCH 22, 2018**

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Section I. Introduction

The purpose of this policy is to provide direction and oversight on the creation and usage of social media. Social media tools, such as Facebook, Twitter and blogs can improve interactivity between government agencies and the public, reaching new and diverse populations from traditional media sources.

Section II. Policy

On an annual basis, the LIHD Board will designate a list of approved social media platforms to ensure the social media strategy is effective and reaches the largest number of residents. The District will maintain no more than one (1) official page for each social media platform. All LIHD communications, including social media, are public records and will be managed in compliance with the public records law.

Posting to Social Media

The following provides direction when posting on any social media platform:

1. Only the Chair of the Communications Committee or the District Superintendent will post content to an approved LIHD social media site;
2. LIHD will not post material or content that is promoting or advertising specific brands, products, materials or businesses not related to public health without the prior approval of the Chair of the Communications Committee or Superintendent;
3. In accordance with state law, LIHD will not advocate or post political statements related to candidates, ballot propositions or local government issues; and
4. Social media websites are subject to public records requests and all LIHD posts will be fully compliant with HIPAA and other privacy and confidentiality requirements.

Comments Policy

The LIHD encourages the public to actively participate on the social media sites; however, the District reserves the right to restrict and/or remove any content posted to official LIHD social media sites that is deemed in violation of this policy.

The Superintendent will review all public comments before comments are posted. Comments will be screened for the following:

1. Comments that are off-topic or link to material that is off-topic;
2. Comments advocating political views, candidates, ballot propositions or local government issues;
3. Comments that include profane language, or are hateful or mean-spirited in nature;
4. Personal attacks, insults or threatening language;
5. Content that promotes, fosters or perpetuates discrimination of any kind;
6. Sexual context or links to sexual content;
7. Commercial promotions or spam; and/or
8. Conduct that promotes and/or encourages illegal activity.