

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 staff and members of the District’s Communication Committee (“Committee”). Social media tools can improve interaction between the 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 Committee will designate a list of approved social media platforms to ensure the District’s media strategy is effective and reaches the largest number of Orcas residents. The District will maintain no more than one (1) official page for each media platform.

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

Section 2.2 Prohibited Content. No material or content will be posted 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 Committee and the Superintendent. In accordance with WA state law, 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 District social media posts will not allow public comments. On occasion, the District will make posts that solicit public comment. In these instances, the District encourages the public to actively participate on the social media sites when posts with comments are made; in those cases, the District reserves the right to restrict and/or remove any content posted to official District social media sites that are deemed in violation of this policy. The Superintendent or authorized staff members or in their absence, the Chair of the Committee, will review all public comments and have the right to remove those comments if they violate the District’s content policy. 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.

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

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

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

- 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 District.
- Understand and use privacy settings to manage the account.
- Have a plan in place to respond to or forward District-related comments to the Superintendent, including how the record is retained.
- Don't discuss your private accounts in public meetings or documents.
- Don't link your private accounts to or from a District account.
- Don't use any District 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