

Wayne County Family and Children First Council
Social Media Policy
April 2016

Acceptable Use Policy for Web Based Social Networks

The Wayne County Family and Children First Council (Wayne County FCFC) utilizes multiple outreach methods in its ongoing effort to provide timely, family focused information and to foster collaboration, coordination, and communication among members of the Wayne County community. This outreach includes the judicious use of the internet and related technologies to provide readily accessible information to Wayne County citizens on a 24 hours a day, 365 days a year basis. The Wayne County FCFC proposes to expand its internet based outreach activities through the establishment of appropriate social networking tools (e.g. Facebook, Twitter, Blogs, etc.) to better communicate the mission, values and specific program information of the Wayne County FCFC.

It is understood that with the use of any internet, web based system comes the need for transparency, accountability and quality assurance activities to ensure that materials presented on Wayne County FCFC internet sites are timely, factually correct, unbiased, evidence base and best practice, and in a manner readily understood by its target audience. Therefore, the Wayne County FCFC hereby adopts the following policies and guidelines for the operation of web based social network outreach activities.

1. Web 2.0 Communications: These guidelines do not attempt to name every current and emerging platform because of the emerging nature of social media platforms. Rather, they apply to those cited, any other online platform available, emerging (including social networking) sites and sites with user-generated content. Examples include but are not limited to the following:
 - a. You Tube
 - b. Facebook
 - c. iTunes
 - d. LinkedIn
 - e. Twitter
 - f. Blogs

2. Wayne County FCFC sites: Any use of social media must be authorized by and executed in collaboration with the Communications Committee, of Wayne County FCFC.
 - a. There can be no official Wayne County FCFC sites or pages on YouTube, Twitter, Facebook, etc., unless they are specifically authorized by the voting membership of the Wayne County FCFC.
 - b. Individuals will not represent themselves as Wayne FCFC with out prior approval of the Communications Committee of Wayne FCFC.
3. Transparency and conflict of interest disclosures: All content providers will provide clear ownership and potential conflict of interest disclosure, as appropriate. Anyone receiving economic or other benefit from activities or participation in Wayne County FCFC activities should disclose those non-apparent benefits, as appropriate.
4. Media Relations: Inquiries from the public or members of the accredited media should be directed to the Coordinator, Wayne County FCFC.
5. Terms of Service:

These terms of use outline participation criteria for postings and published commentary on any Wayne FCFC sponsored social media site, including Facebook, Twitter and YouTube.

The intent for using these social media sites is to create an open dialog with the community. The Wayne County FCFC encourages open, honest and authentic conversation. Please use your real name and email address. The Wayne County FCFC moderates all comments received and reserves the right to immediately remove any contents deemed to be inappropriate by the Wayne County FCFC. In addition, all posted content becomes the property of the Wayne County FCFC.

By commenting or including content on any Wayne County FCFC social media site, you agree to the following terms.

I will not:

- Infringe on the rights of any third-party, including photos, intellectual property, private/confidential collateral or publicity rights
- Post material that is unlawful, obscene, defamatory, threatening, abusive, slanderous, or embarrassing to any other person or entity as determined by Wayne County FCFC in its sole discretion
- Impersonate another person

- Allow any other person or entity to use my identification for posting or viewing comments
- Post the same note more than once or “spam”
- Post chain letters, pyramid schemes, advertisements or solicitations of business
- Post phone numbers or email addresses belonging to me or any other individual or entity
- Post private health information or other confidential information that is not my own
- ~~Post solicitations for fundraising efforts not sponsored by or benefiting Wayne County FCFC or involving an official Wayne County FCFC event (4/2016).~~

Wayne County FCFC reserves the right to:

- Remove communications that violate these Terms and Conditions
- Edit or delete any communications posted regardless of whether such communications violate these standards
- Ban future posts from people who violate these Terms and Conditions

6. Website Content Management by contributors to the Wayne FCFC sites:

- a. ensure that content is current and accurate;
- b. ensure that content is authentic;
- c. make corrections to content by preserving the original post and showing by strike through the deletions to maintain integrity;
- d. link directly to original source material and online references;
- e. respond to e-mails and comments when appropriate;
- f. delete comments that contain profanity, are selling or promoting a product, are spam, or contain material that is unlawful, hateful, threatening, harassing, abusive or slanderous;
- g. forward comments expressing dissatisfaction to the appropriate area and copying the Wayne County FCFC Coordinator for response and follow up;
- h. refrain from engaging in communications that would not be acceptable in the workplace;
- i. respect copyrights and disclosures and will not reveal proprietary financial, intellectual property, patient care or similar sensitive or private information;

- j. be aware that any social media conversation, whether public- or private-facing, may be subject to public records law requests and such requests should be directed to the Wayne County FCFC Coordinator;
- k. secure the expressed consent of all involved parties for distribution or publication of free and/or paid rights recordings, photos, images, video, text, PowerPoint presentations, artwork and advertisements;
- l. be aware that only patients may divulge their own private health information anywhere on the Internet;
- m. To promote partner agency events and/or fundraising efforts across the county as long as those events are for the benefit of and supports services to Wayne County families.**

4/2016