



CCM Health Public Social Media Policy ("policy")

Purpose

Social networking in government serves two primary functions: to communicate and deliver messages directly to citizens and to encourage citizen involvement, interaction, and feedback. Information which is distributed via social networking must be accurate, consistent, and timely and meet the information needs of CCM Health's intended audience. Social media is used for social networking, and this policy seeks to ensure proper administration of CCM Health's social media sites by its representatives.

CCM Health has limited control of social media accounts with third parties (i.e., Facebook, Twitter, etc.). At the same time, there is a general expectation by the public that CCM Health has a social media presence by which to share information about current organizational projects and operations. For municipal purposes, CCM Health's social media accounts will be used for incidental, non-vital communication and general information only. It is not the purpose of CCM Health's social media accounts to be a medium for transactions of business. The one exception is in the case of a natural or man-made disaster, if it is determined by CCM Health that the best means of communicating with the public is through the social media account(s). CCM Health wishes to establish a positive and informative social media presence. CCM Health representatives have the responsibility to use CCM Health's social media resources in an efficient, effective, ethical, and lawful manner pursuant to all existing organizational policies.

Policy

CCM Health will determine, at its discretion, how its web-based social media resources will be designed, implemented, and managed as part of its overall communication and information sharing strategy.

CCM Health social media accounts are considered an organizational asset and administrator access to these accounts will be securely administered in accordance with CCM Health's Computer Use Policy. CCM Health reserves the right to shut down any of its social media sites or accounts for any reason without notice.

All social media websites created and utilized during the course and scope of an employee's performance of his/her job duties will be identified as belonging to CCM Health including a link to CCM Health's official website.

Scope

This policy applies to any existing or proposed social media websites sponsored, established, registered, or authorized by CCM Health. CCM Health's social media accounts are exclusively the following:

1. CCM Health Facebook account at <https://www.facebook.com/CCMHealth/>.
2. CCM Health Instagram account at https://www.instagram.com/ccm_health/.
3. CCM Health LinkedIn account at <https://www.linkedin.com/company/3625569/>.
4. CCM Health YouTube account at https://www.youtube.com/channel/UCuEtECn-FU0eOkKVJ3-Pq_w.

CCM Health does not create, collect, disseminate, or regulate use of any other social media accounts, including the personal accounts of its senior leadership and staff. Questions regarding the scope of this policy should be directed to CCM Health's marketing and communications director.

Definition

Social media are internet and mobile-based applications, websites, and functions, other than email, for sharing and discussing information, where users can post photos, video, comments, and links to other information to create content on any imaginable topic. This may be referred to as "user-generated content" or "consumer-generated media."

Social media includes, but is not limited to:

- Social networking sites and apps such as Facebook, LinkedIn, Twitter, and Instagram
- Blogs
- Social news sites such as Reddit and BuzzFeed
- Video and photo sharing sites and apps such as YouTube, Instagram, SnapChat, and Flickr
- Wikis, or shared encyclopedias, such as Wikipedia
- An ever-emerging list of new web-based platforms generally regarded as social media or having many of the same functions as those listed above

As used in this policy, "employees and agents" means all CCM Health representatives, including its employees and other agents of CCM Health, such as independent contractors or councilmembers.

"Social media manager" means any CCM Health employee or agent with administrator access who, when posting or responding to a post, appears to be CCM Health social media account owner.

Rules of Use

CCM Health social media managers are responsible for managing CCM Health social media accounts or websites.

Facilities or departments wishing to have a new social media presence must initially submit a request to CCM Health's marketing and communications director in order to ensure social media accounts are kept to a sustainable number and policies are followed. All approved sites will be clearly marked as a CCM Health site and will be linked with the official organizational website (ccmhealthmn.com). No one may establish social media accounts or websites on behalf of CCM Health unless authorized in accordance with this policy.

CCM Health's social media page must conspicuously display or link to a public notice that informs the public of the purpose of the social media presence and the terms one agrees to in accessing, using, or posting to CCM Health's social media page.

Administration of all CCM Health social media websites will comply with applicable laws, regulations, and policies as well as proper business etiquette.

CCM Health social media accounts covered by this policy will not be used by social media managers for private or personal purposes or for the purpose of expressing private or personal views on personal, political, or policy issues or to express personal views or concerns pertaining to CCM Health employment relations matters.

No CCM Health social media account may be used by CCM Health or any social media manager to disclose private or confidential information. No social media website should be used to disclose sensitive information; if there is any question as to whether information is private, confidential, or sensitive, contact CCM's marketing and communications director by emailing contact@ccmhealthmn.com.

Outside of situations of disaster, no CCM Health social media account will be used for transactions of organizational business. In the event a user initiates a request, application, or question through social media that affects CCM Health's business or requires another organization policy or process to be followed, follow up with that user by phone, email, or other channels. If comments are allowed, in the event of a question of general interest, a response may be given in comments, the initial post may be edited, or a subsequent post may be created to include the information.

CCM Health's social media managers will not edit any posted comments. However, comments posted by members of the public may be removed if they fall into at least one of the following categories:

- Obscene or pornographic content
- Direct threats to persons or property
- Material asserted to violate the intellectual property of another person
- Private, personal information about a person published without his/her consent
- Information that compromises a public safety security system
- Information that is false regarding CCM Health and its employees
- Statutorily private, confidential, or nonpublic data
- Commercial promotions or spam
- Hyperlinks to material that falls into one of the foregoing categories

A member of the public whose comment is removed may appeal the removal of the comment and seek reconsideration of its removal by contacting CCM Health in writing and explaining how the comment does not fall into one of the categories for removal. A written response should be provided as soon as reasonably possible.

A member of the public who disputes the legality of any portion of this policy may dispute the particular portion in writing. CCM Health should acknowledge the claim promptly and, upon consultation of CCM Health's attorney, respond to the claim concerning legality of the policy portion as soon as reasonably possible under the circumstances.

Data Ownership and Retention

All communications or messages within social media accounts covered by this policy composed, sent, or received on CCM Health or personal equipment are the property of CCM Health and will be subject to the Minnesota Government Data Practices Act. This law classifies certain information as available to the public upon request. As no transactions of organizational business shall be conducted through social media accounts (outside of disasters), in accordance with CCM Health's records retention schedule, CCM Health shall retain all social media messages only until read.