

TRUMBULL COUNTY MENTAL HEALTH & RECOVERY BOARD
4076 Youngstown Road SE, Suite 201
Warren, Ohio 44484

SUBJECT: Social Media

Standard: IX-A.5

Page: 1 of 3

Effective Date: 4/20/21
Approved By: Trumbull County Mental Health & Recovery Board
Approval Date: 4/20/21

Other Applicable standard:

Supersedes: All policies adopted prior to effective date.

Revision Dates:

Purpose:

To outline general guidelines regarding the utilization of Social Media, including the TCMHRB’s website.

Policy:

The Trumbull County Mental Health and Recovery Board (TCMHRB) realizes the advantages of the Internet and Social Media tools in sharing information with the public. All TCMHRB social media pages are meant to present education and matters of public interest, including mental health and addiction topics, to the general public.

Definitions:

1. Appropriate content shall be free of profanity, sexually explicit and violent language, personal/group attacks, and spam comments. Appropriate content shall include mental health and addiction related education, trainings, and/or the TCMHRB’s official positions and resolutions. Appropriate content can also include matters of public interest.
2. Social media are media for social interaction using highly accessible and scalable publishing techniques. These internet-based applications allow for the creation and exchange of user generated content. Through social media, individuals or collaborators create, organize, edit, comment and/or share content online. Social media is designed to support rapid interactive communication. Examples include, but are not limited to the following:
 - a. Social Networking: Twitter, Facebook, Instagram, Pinterest, LinkedIn.
 - b. File Sharing and Storage: YouTube/Video Sharing, Photo Library, Photo Sharing.
 - c. Web-Publishing: website, Constant Contract, Blogs, Wikis.
3. Social Media Manager (SMM) is the TCMHRB’s Public Education and Awareness Consultant.
4. Unacceptable usage includes content which violates local, state and federal law. Content which solicits money for or supports political causes is strictly prohibited (unacceptable use).

Procedure:

1. The TCMHRB shall utilize its social media accounts to address the fast-changing landscape of the internet to: expand communication tools with its constituents, provide mental health and addiction education, promote behavioral health training, increase transparency of the TCMHRB, listen to its constituents, help achieve the TCMHRB’s strategic goals, and support civic culture.

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2. The TCMHRB social media accounts shall be closely managed and monitored by the SMM. SMM is responsible for posting, editing, and closely monitoring social media pages for appropriate conduct.
3. The TCMHRB social media accounts allow for two-way communication.
4. Only appropriate content language and topics shall be posted on the TCMHRB social media accounts.
5. SMM shall correct mistakes or inaccuracies (if found) clearly and quickly.
6. SMM shall ensure that all communication is professional, respectful and factual. All content represents the TCMHRB.
7. When posting, SMM shall not infringe upon copyright and trademark protections.
8. SMM shall use strong passwords (letters, numbers, and symbols) for all social media accounts.
9. All persons shall be treated respectfully in their interactions with the TCMHRB social media accounts. To this effect, personal or group attacks via posts, comments or personal messages shall be prohibited. Examples of such behavior include but are not limited to: discrimination of groups based upon race, color, religion, creed, sex, marital status or sexual orientation. Such comments and messages shall be immediately removed by the SMM by means of hiding and/or deleting, blocking or banning offending users, if necessary.
10. User blocking of the TCMHRB social media accounts is a measure to be taken in extreme situations and should not be taken lightly. Blocking of individual social media users shall be at the discretion of the SMM for such offenses including but not limited to use of profane language, personal or group attacks, spam comments and other offensive behaviors.
11. A log will be maintained by the SMM of those social media users who are blocked, including the date and reasons for the blocking.

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12. Spam commenting on the TCMHRB social media accounts shall be prohibited. Comments deemed as spam include but are not limited to: sales pitches for products or services and comments promoting the personal interests of the commenter. Such comments shall be immediately removed by the SMM.

13. SMM shall post this policy on the TCMHRB website to be available for public review.