

**Washington State Board of Health
Policy & Procedure**

Policy Number:	2013-002
Subject:	Social Media
Approved Date:	October 9, 2013

Policy Statement

The Board will establish a process for social media sites used for official business to provide Board information to the public, and allowing the public to interact with the Board and staff. The Board defines social media as various activities that integrate technology and content creation. It is a collaboration of individuals creating, organizing, editing, commenting, combining, and sharing web content.

Procedure

- 1) Any form of social media representing the Board must have prior approval by the Executive Director. Staff will maintain an acceptable use of technology for appropriate use of social media sites. Content will not contain vulgar, offensive, threatening, or harassing language. Documentation from each social media site will be retained following the Records Retention Schedule, using available electronic and/or hard copy methods. Social media sites will not be used for personal purposes.

- 2) The Communications Consultant will work with staff to create and maintain approved social media sites. Requests from Board members and staff to add content to a social media site shall be made to the Executive Director or Communications Consultant. If a request is denied a detailed reason will be provided to the requestor by the Executive Director.