



POLICIES

Chapter 2 – Social Media Policy

C. Social Media

The Medina County Board of Developmental Disabilities has embraced social media to improve accessibility and transparency and to foster positive relationships with key audiences such as individuals who receive services, families, guardians, community partners, and taxpayers. The intent of the MCBDD Social Media Policy is to protect the privacy, confidentiality, and interests of MCBDD, as well as our services, employees, partners, families, and individuals served. The appropriate use of social media can assist the Board in achieving the following:

1. promoting a positive image within the community;
2. reaching a larger audience to promote and increase awareness of the Board's mission, core values, services, successes, and individuals served;
3. increasing customer service and satisfaction;
4. gaining customer input; and
5. enhancing communication.

Definitions:

- **Board:** In this policy, the Board will mean the Medina County Board of Developmental Disabilities, Board Members, Administration, and staff members.
- **Social Media:** Works of user-created video, audio, text, or multimedia that are published and shared through a computer, cell phone, or other devices to the general public or anyone who can access such sites. Examples of these sites may include, but are not limited to, the following: Facebook, Twitter, Tumblr, Pinterest, LinkedIn, Google +, Blogs, Flickr, YouTube, etc.

1. The Board respects the right of privacy of its employees, individuals served, independent contractors, volunteers, and visitors and has the following guidelines regarding all usage including off duty use of social media:

- a. Personal information will be carefully protected in regards to what is shared online.
- b. The Boards' policies and procedures, including but not limited to, Confidentiality, HIPAA, Acceptable Use, Harassment, and Conduct Between Staff and Enrollees shall be known and followed.
- c. Close relationships are enjoyed by many staff and the individuals we serve. Any identifying and/ or confidential information about individuals served or their families, guardians, or caregivers shall not be transmitted.
- d. Board logos or materials shall not be used without first obtaining permission from the Community Relations Manager. Images of individuals served, their families, caregivers, Board employees, or the workplace shall not be transmitted without proper authorization.
- e. Social media may not be used to harass any individuals, including but not limited to, Board Members, fellow employees, individuals served, their families, guardians, caregivers, customers, providers, or others associated with the Board.
- f. It shall be clear to the readers that the views you express on your social media are yours alone and do not reflect the view of the Board. To help reduce the potential for confusion, it is requested that you put the following notice in a reasonably prominent place on your site: The views expressed are mine and do not necessarily reflect the views of my employer.
- g. You have sole responsibility for what you post to your site. Social media communications are public record and are able to be immediately searched and shared. Special care should be taken when considering communicating with individuals served on social media sites.
- h. You will not complain about the Board or co-workers in your social media communication. If you have an issue or complaint, it must be handled through the appropriate chain of command. Do not comment on anything related to legal matters, litigation or with any parties in which the Board may be in litigation.
- i. Questions regarding any matter related to your site/postings should be directed to your supervisor or the Board's Human Resources Department.
- j. No employee should establish an online social media presence to represent it as an MCBDD sponsored entity. All social media accounts for MCBDD will be setup by the Community Relations Manager.
- k. All mainstream media inquiries must be referred to the Community Relations Manager.

2. There are exceptions in regards to sharing information. They are as follows:

- a. Information may be shared as required by law or other Board policies.
- b. Information may be shared if written consent has been provided to the Board and provides specific information.
- c. If an individual who is his/ her own guardian desires to share information, one may assist them in doing so if it is in your job duties.

Failure to adhere to this policy will result in disciplinary action, up to and including termination.