

Operational Policy

Policy title:	Social Media Use for Agency Promotion		
Policy number:	DHS OHA 120-005		
Original date:	09/10/2018	Last update:	09/10/2018
Approved:	Don Erickson, Chief Administrative Officer DHS, Kris Kautz, Deputy Director OHA		

Purpose

The Oregon Department of Human Services and Oregon Health Authority are committed to the responsible use of social media and social networking as tools for promoting the agencies and disseminating approved information to staff, service recipients, the public, and the press.

Description

This policy creates a basic framework to guide the development and administration of social media and social networking accounts in line with Oregon statute and industry best practices. This policy does not apply to the approved use of social media accounts for casework and investigations.

Applicability

This policy applies to all DHS and OHA staff including employees, volunteers, trainees, interns and contractors administering and maintaining social media accounts on behalf of the agencies.

This policy does not apply to the approved use of social media accounts for casework and investigations.

As keepers of the public trust, all agency employees have a responsibility to comply with state and agency policies, administrative rule, and state and federal law. The agency takes this responsibility seriously and failure to fulfill this responsibility is not treated lightly. Employees who fail to comply with state or agency policy, administrative rule, or state and federal law may face progressive discipline, up to and including dismissal from state service.

Policy

1. Social media is defined as any website or application that enables users to create and share content or to participate in social networking, including but not limited to Facebook, Twitter, Instagram, Google+, YouTube and LinkedIn.
2. All use of social media by DHS|OHA programs identifying as an entity within the agencies shall be authorized by a program manager and the Communications team.
3. All use of social media by DHS|OHA programs identifying as an entity within the agencies shall be executed in collaboration with the Communications team and content is subject to review by the Communications team at any time.

4. All use of social media by DHS|OHA programs identifying as an entity within the agencies are subject to Oregon public records law and may be subject of public records requests.
5. DHS|OHA staff or contractors responsible for creating or maintaining a social media account shall maintain an archive of all social media records for the site, in accordance with Oregon public records law.
6. Closing social media accounts shall also be executed in collaboration with the Communications team to ensure the proper retention of records.
7. All programs with existing social media accounts at the time this policy goes into effect shall notify and submit their accounts for review by the Communications team.
8. DHS|OHA social media accounts are considered a public forum and are subject to certain rules in consultation with the Oregon Department of Justice.
 - a. Users shall not be banned or blocked.
 - b. Comments shall not be deleted, unless approved by the Communications team.
 - c. Inappropriate comments that contain profanity, sell or promote a product, are spam, or contain hateful, derogatory, threatening, or abusive language, may be hidden.
 - d. Comments expressing dissatisfaction with DHS|OHA, its policies, or programs in an appropriate way shall remain visible.
9. Social media accounts have flexibility in terms of tone, content and style, however, all DHS|OHA social media accounts shall:
 - a. Represent the agencies' core values.
 - b. Use appropriate language.
 - c. Be sensitive to local and national issues.
 - d. Appear non-partisan and neutral on state and federal policy and legislation.
10. Accounts that are administered and maintained by contractors shall adhere to the same rules as all other social media accounts used to represent DHS|OHA.
11. Public social media groups shall be independently approved by the Communications team and require clear justification for use. Where the goal is to communicate with partners, stakeholders and the general public, Facebook pages and newsletters shall be used instead of private group options.
12. DHS|OHA program staff shall act as content creators for their social media sites, including:
 - a. Monitoring and creating content regularly and in line with agency core values, policies and messaging.
 - b. Ensuring that content is current and accurate.
 - c. Answering questions and responding to messages when necessary and appropriate in a timely manner.
 - d. Updating profile information.
 - e. Immediately reporting questions or comments from media or legislators to the Communications team.
 - f. Forwarding complaints to the appropriate program staff for resolution.
 - g. Hiding comments as appropriate based on content and legality.
13. In the event of a crisis or emergency all event related messaging, including if, when and how messaging is publicized, shall be cleared through the Communications team.
14. DHS programs shall not administer or maintain private social media groups without the approval of the agency Communications Director.
15. OHA programs shall not administer or maintain private social media groups.

16. OHA programs that want to use a social media account shall:
 - a. Request an account by contacting the Communications team at oha.external.relations@state.or.us and following the approved process.
 - b. Have a designated individual responsible for account maintenance to collaborate with Communications and to attend monthly meetings with the Communications team and other program staff.
17. All OHA programs using social media shall contribute financially to funding an integrated archiving application. OHA Communications staff shall oversee use of this tool for the purposes of:
 - a. Ensuring the agency meets public records retention requirements.
 - b. Ensuring a cohesive, branded experience for social media audiences.
 - c. Collecting analytics across OHA social media accounts.
 - d. Social listening.
18. OHA shall have a digital media specialist, responsible for collaborating with program staff including:
 - a. Providing training on the use of social media platforms.
 - b. Providing ongoing support in the development of social media content and strategy.
 - c. Ensuring an understanding of the agency's legal rights and responsibilities related to social media content.
19. The OHA digital media specialist may review content and request revisions or removal when content is inconsistent with OHA's mission, goals, voice or tone.

References

[OAR 166-300 State Agency Retention Schedules](#)

Forms referenced

Related policies

OHA 010-010 Public Records Requests
OHA 101-010-01 Public Records Request Fees and Waivers Policy
DHS|OHA 010-018 Records Retention and Management Policy
DHS|OHA 010-018-01 Records Retention Guidelines
OHA 010-018 Policy on Records Retention and Management Structure

Contact

Claire Tollefsen
Digital Media Specialist
CLAIRELLYN.R.TOLLEFSEN@dhsoha.state.or.us
503-756-8945

Communications.DHS@dhsoha.state.or.us

Policy history

Version 1 Shared DHS|OHA 09/10/2018

Keywords

App, application, Facebook, Google, Instagram, internet, Pinterest, posting, promotion, publicity, social media, social networking, Twitter, web, website, YouTube

This document can be provided upon request in an alternate format for individuals with disabilities or in a language other than English for people with limited English skills. To request this document in another format or language, contact the Publications and Design Section at 503-378-3486, 7-1-1 for TTY, or email dhs-oha.publicationrequest@state.or.us.