

Social Media

EIPH recognizes the growing importance of technologically based platforms and online social media networks as communication tools. Examples are: Facebook, Twitter, Snapchat, Instagram, You Tube, Tumblr, Pinterest, LinkedIn, Google+, online group discussions, message boards, chat rooms, etc.

Employment-Related Use of Social Media

Some employees must access, review, create, publish, and/or disseminate information via social media outlets—primarily Facebook and Twitter—as a function of their jobs.

Employees with such work-related requirements shall:

- Be granted authority for their specified access by their supervisor and the EIPH Director.
- Refrain from using an employee's personal social media account (i.e., an employee's personal Facebook page) when conducting official District business, unless otherwise authorized by EIPH's director or PIO.
- Comply with all electronic and social media policies set forth. Failure to do so could result in loss of privileges and/or disciplinary action.

Social Media Guidelines

- All online communication must be consistent with EIPH's agency values, mission, and policies.
- All online communication must be in accordance with all state and federal laws, including HIPAA and other privacy laws.
- All online communication must NOT contain EIPH confidential information or information that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or humiliating to another person or entity.
- Practice common sense and use your best judgment. Always keep in mind that anything you post that can potentially tarnish the reputation of our agency will ultimately be your responsibility. Think before you act.
- Once information is out there, there is NO taking it back. Even if you delete it, it is still there. Be conscientious about what you post.
- When communicating online about EIPH, disclose your relationship with EIPH.
- Be clear in all communication that your views are your own and not those of EIPH.
- If you see any negative content about EIPH, our programs, or our employees or online activity that could create problems for the agency, please report to the EIPH Director or PIO immediately (even during the weekend or a holiday) so corrective action, if determined necessary, may be taken.
- Employees are encouraged to post and share information from EIPH's official FB page or website.
- Engage in factual and respectful dialogue when answering questions about EIPH, our programs, or public health issues.

What NOT to do:

- Do not answer questions on social media that are out of your scope of work or expertise. Please refer to our website or talk to the EIPH director or PIO about a response.
- Other than your personal sites, do not **initiate** posts about EIPH without first speaking to the EIPH Director or PIO.
- Do not take it upon yourself to correct the problem or engage in negative, back and forth communication. Report any issues to the EIPH Director or PIO.
- Engage in personal social media use on health district time, even if you are using personal equipment (e.g. cell phone, tablet, laptop, etc.).
- Represent yourself as a spokesperson for the health district or post comments as a representative of the health district.
- Post information which could place the health district at a legal compliance risk.
- Discuss or display information which is confidential or proprietary to the health district, its clients, partners or suppliers.
- Discuss or display information that violates HIPAA.
- Post information or photos that show employee violating state and federal laws.
- Disseminate personal information (address, email, phone number) of clients and/or co-workers.
- Use their EIPH e-mail address when signing up for social media sites.
- If your job is direct patient care, it is strongly suggested that you be wary of accepting or initiating friend requests with clients except in unusual circumstances where an in person friendship pre-dates the treatment relationship. If you do interact with patients online, always maintain the appropriate boundaries of the patient-provider relationship in accordance with professional ethical guidelines.

Personal Use of Social Media

EIPH takes no position on an employee's decision to participate in the use of social media networks for personal purposes. However, employees who elect to identify themselves on their profile as health district employees must state in clear and conspicuous terms that the views expressed are the employee's alone and do not reflect the views of Eastern Idaho Public Health when posting or responding to any public health-related topic.

Social Media Logo

EIPH has developed a specific logo (shown at right) for use on social media. This logo is NOT to be used for any other purposes without written permission of EIPH Director or PIO.

