




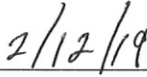
**COBB COUNTY COMMUNITY SERVICES BOARD
DOUGLAS COUNTY COMMUNITY SERVICES BOARD**

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Policy # 5059	News Media and Social Relations	Information Management
Origination Date: February 22, 2013		
Revision Date: October 6, 2014, Reviewed Date: October 17, 2018		
Approved: <i>Foster Norman</i> _____ <i>2/12/19</i> _____ Foster Norman, Executive Director Effective Date		

POLICY:

It is the policy of the Board to ensure the safety and confidentiality of all agency/individuals information that is used via social media, media interactions and when responding to news media requests.

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Related Policies: 5017, 5053		
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PROCEDURE:

A. Media Relations

1. The Executive Director shall be notified immediately of the arrival of any type of Press or Media at any agency site or if an agency employee is approached/contacted by the Media while conducting/related to agency business. The Executive Director also needs to be notified of any Media requests for interviews, statements, etc.
2. No employee, intern, volunteer, or contractor shall, at any time, speak to members of the Media/Press without permission from the Executive Director.
3. Press releases will be composed and released by the Executive Director or someone designated by the Executive Director.

B. Social Media

1. Social Media is defined as forms of electronic communication (i.e. web sites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (i.e. videos). Some examples include, but are not limited to Facebook, Twitter, YouTube, Skype, blogs, and message boards.
2. Social media sites are blocked/prohibited on agency electronic equipment by the IT Department, except for internal website, educational purposes or other reasons approved by the Executive Director. Usage of YouTube will be monitored weekly by the IT Department. Staff abuse of social media may be subject to disciplinary action.
3. Certain agency programs have requirements stipulated by the funding source for the use of social media by individuals as a part of their wellness/treatment plans. These agency locations will be granted permission to use social media and will have appointed staff to monitor the use of these sites and/or modify information.
4. The programs that use social media have medium internet zoning to prevent third party cookies and have a dedicated internet service to protect the privacy of the agency and individual’s information.
5. All staff are required to sign the Confidentiality and Technology Agreement (Policy # 5017) upon hire to ensure these procedures are understood.
6. The agency also follows the Internet Security – HIPAA Policy # 5053.
7. Violators of any policy may be subject to disciplinary action up to and including termination.