

**Section 12.07                      Public Use of Social Media**

**A. Purpose**

1. The Public Use of Social Media Policy sets guidelines for the use of social media by Clermont County Public Health (CCPH). It establishes a set of expectations for citizens that wish to engage with CCPH on any of its official social media sites. CCPH uses social media sites and applications as a communication tool to provide meaningful and timely updates and provide education and resources to the public.

**B. Guidelines**

1. Staff members monitor all comments posted to CCPH social media accounts. CCPH expects everyone that engages on its social media sites to act respectfully and civilly.
2. CCPH reserves the right to hide or remove comments from public view that contain any of the following:
  - Profanity, sexually inappropriate or suggestive language
  - Comments that promote or fosters discrimination based on race, religion, age, gender, sexual orientation, national origin, physical or mental disability
  - Real or perceived threats of harm to any person, agency, or organization
  - Advertising or solicitation of a product or service for personal gain
  - Personal information such as email addresses, phone numbers, mailing addresses, or other information that would identify a person
  - Suggest or encourage illegal activity
  - Posts or comments that are off-topic or not related to the original post
  - Links to external websites
  - Support for or opposition against any political candidate or ballot issue
  - Excessive commenting or spamming multiple posts with the same content, links, or image
  - Protected health information
  - Insult or intentionally engages in an argument to provoke a violent attack
  - Infringes on others copyrights, trademarks, or intellectual property
  - Information that deliberately misinforms

3. CCPH reserves the right to report any content or user to the specific social media network if that person violates the platform's terms of service agreement.
4. CCPH reserves the right to disable or restrict comments from the public on any of its social media channels at any time. The social media site administrators will hide posts deemed to be clear violations of the social media policy. If administrators are unsure if a comment is a clear violation, they may temporarily hide a comment until further reviewed by the Health Commissioner and/or legal counsel. Every attempt will be made to review questionable comments within two business days. If the comment is not deemed a violation of the policy, it will be unhidden.
5. Any information posted to a CCPH social media account is considered a public record and may be subject to a public records request. CCPH will retain all public records regarding its social media sites following its records retention policy.
6. CCPH's social media sites are not an official form of communication for public records requests, filing a complaint, or other inquiries. Anyone filing a formal complaint or a public records request must file it in writing or online using CCPH's website.
7. The information posted by CCPH that links to any outside agency or organization does not constitute an endorsement. CCPH is not responsible for the accuracy or security of external websites linked from a social media site.
8. CCPH will not answer specific or personal medical questions will not be answered on any social media site.
9. Under extreme circumstances and pursuant to law, CCPH reserves the right to block or remove a user from a CCPH social media site.