

ORCAS ISLAND HEALTH CARE DISTRICT

Social Media Policy

Section 1. Introduction. The purpose of this policy is to provide direction and oversight by the Board of Commissioners (“Commissioners”) of the Orcas Island Health Care District (“District”) on the creation and usage of social media by the staff and members of the District’s Communication Committee (“Committee”) and by Commissioners. Social media tools can improve interaction between the District and the public, reaching new and diverse populations from traditional media sources.

Section 2. Policy.

Section 2.1 Approved Social Media Sites. On an annual basis the Committee will designate a list of approved social media platforms to ensure the District’s media strategy is effective and reaches the largest number of Orcas residents. The District will maintain no more than one (1) official page for each media platform.

Section 2.2 Posting to Social Media Sites. No one other than the District Superintendent (“Superintendent”), and authorized District staff members shall post content on behalf of the District to an approved social media site.

Section 2.3 Prohibited Content. No material or content that is promoting or advertising specific brands, products, materials or businesses not related to public health will be posted to the approved media sites on behalf of the District without the prior approval of the Superintendent. In accordance with WA state law, the District will not advocate or post political statements related to candidates, ballot propositions or local government issues.

Section 2.4 Posting of Comments. The District social media posts will not allow public comments.

Section 2.5 Sharing of Posts. The District encourages the sharing of District social media content by the public. However, the District reserves the right to establish and alter sharing privileges based on District discretion.

Section 2.6 Compliance with Public Records Law. All District communications, including social media, are public records and will be managed in compliance with the public records law and the District’s public records policy.

Section 2.7 Personal Social Media. District employees, Commissioners, and Committee members may have social media accounts that they use for personal rather than District activities. To prevent those accounts from becoming subject to the Open Public Meeting Act and the Public Records Act, Commissioners, Committee members and staff are encouraged to take the following preventative actions:

- Do not identify yourself as a Commissioner, Committee member or an elected public official on your website unless you include language that informs readers that anything you post on your site is your personal opinion only.
- Limit the account content to personal use and do not post anything related to the District.
- Understand and use privacy settings to manage the account.
- Have a plan in place to respond to or forward District-related comments to the Superintendent, including how the record is retained.
- Don't discuss your private accounts in public meetings or documents.
- Don't link your private accounts to or from a District account.
- Don't use any District device to post to or maintain your private account.
- Don't use your District email address or any logo that the District may adopt for your personal social media posts

Policy adopted _____.

2023 Approved Social Media Sites –

Facebook

Instagram