

# **Social Media Policy**

## **Clay County Hospital**

### ***Statement of Purpose***

Clay County Hospital (CCH) is owned by the County of Clay, State of Illinois and as such recognizes that social media services, such as Facebook, Twitter and Instagram, have become increasingly common forms of communication among patients, visitors, media outlets, government agencies, businesses and others. Using this technology, CCH has additional avenues by which to share news releases, inform the public about initiatives and highlight events and positive media coverage. Additionally, social media provides the ability to share other information that supports the goals and missions of the CCH. Social media also provides a two-way means by which to interact with patients, visitors, media, the general public and employees of CCH.

### ***Guidelines and Expectations***

“Social media account” shall mean any of any of the Clay County Hospital’s accounts or online services that allow for interaction with CCH, including, but not limited to, Twitter, Facebook and Instagram.

#### **A. LIMITED PUBLIC FORUM**

CCH’s social media accounts are limited public forums. CCH does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on the social media accounts.

#### **B. CONTENT RESTRICTIONS**

Because communication via social media constitutes a limited public forum, CCH reserves the right to reject or remove (if possible) any content that is deemed in violation of this policy or any applicable law. CCH social media account content and comments containing any of the following forms of content shall not be allowed for posting and shall be subject to removal:

1. Comments unrelated to the purpose and topical scope of the page.
2. Defamatory, threatening or profane language.
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
4. Sexual content or links to sexual content.
5. Solicitations of commerce.

6. Personally identifiable information, such as an address, phone number, social security number or other sensitive information.
7. Information which may interfere with or compromise current investigations, police tactics and the safety or security of public safety staff and/or the public or public system.
8. Promotion or advertisement in favor of, or in opposition to a political campaign, ballot measure or candidate.
9. Conduct or encouragement of illegal activity.
10. Distribution of copyrighted photographs, music, video, graphics or other content without the express permission of the copyright holder.

### **C. CONTENT REMOVAL**

Content that is deemed not suitable for posting by the administrators of CCH's social media accounts based on the criteria defined above, shall be retained by staff pursuant to the records retention schedule in the form of a screen capture along with a description of the reason the specific content was rejected. The comment will then be removed, as technology allows, from CCH's social media account(s).

### **D. NOTICE**

Users and visitors to CCH's social media accounts shall be notified that the intended purpose of the account is to serve as a mechanism for communication of CCH news, services and events and that it is a limited public forum. By posting or commenting, users agree to the terms of use outlined in this policy, which will be posted to CCH's website and linked to, as technology allows, from each of CCH's social media accounts.

### **E. TIME OF USE**

Clay County Hospital's social media accounts are not monitored 24/7, and as such, posts and responses should not be immediately expected. Accounts are traditionally monitored during normal business hours, designated as weekdays, excluding holidays.

### **F. EMERGENCY NOTICE**

As CCH's social media accounts are not monitored 24/7, users are advised NOT to use CCH's social media accounts to report medical emergencies or emergency situations. Such requests for emergency medical assistance or care must be made by dialing 9-1-1.