

SAN MATEO COUNTY HEALTH SYSTEM
BEHAVIORAL HEALTH AND RECOVERY SERVICES

Date: September 12, 2012

BHRS POLICY: 12-01

SUBJECT: Social Media Policy

AUTHORITY: County Social Media Policy 7/9/2010 and referenced related policies;
County Social Media Toolkit; BHRS Policy 03-11, E-Mail Use

SUPERSEDES: Prior existing policy

PURPOSE:

San Mateo County has developed a Social Media Policy that “Supports the use of social media to further the goals of the County and the missions of its departments where appropriate.” It further states:

San Mateo County endorses the secure use of social media tools to enhance communication, collaboration and information exchange; streamline processes; and foster productivity improvements. However, this application must not compromise data confidentiality and integrity.

The intent of BHRS Policy 12-01 is to support and promote the county policy by making it broadly available within the BHRS policy set. In addition, the BHRS policy emphasizes key elements in the county policy and provides BHRS specific guidelines around the use of social media.

PROTOCOL:

- All BHRS staff are responsible for following the social media standards detailed in the County Social Media Policy and associated Toolkit, **including 1) Required Work Related Use of Social Media Guidelines for Employees 2) Personal Use of Social Media Outside of Work and 3) Personal Use Outside of Work**
 - Employees are prohibited from using county computers to access social media sites for their personal use.
 - Employees accessing social media sites from their personal electronic devices should do so only during designated breaks and lunch periods.
- **Use of Social Media for Work Related Purposes:**

- **When use of social media is directly related to your job function, it is encouraged that the user establishes a separate professional profile/account using a work e-mail address.**
 - Generally, staff will be blocked from accessing social media sites on a county PC. Supervisor approval is required in order to request that IT allow access for a particular user to social media sites.
 - Primary interactions on work related social media sites should relate to the topic of the particular page/site, such as the promotion, education and/or resource sharing of that specific topic
 - Do not use social media to offer professional advice in any manner that would be contrary to the practice standards of your profession.
 - Do not write about specific clients, even if you believe you have de-identified the information.
 - Do not use social media platforms to engage, or “friend” clients. This includes not initiating contact with clients via Facebook or accepting “friend” requests.
 - Social media sites are essentially public forums, the possibility of inadvertently compromising a client’s confidentiality could be considerable, even if the client initiated contact with the staff. Staff are advised to discuss with their clients their inability to participate with them on social media sites.
 - Do not search for client information through social media websites.
 - Careful consideration and discretion should be applied when contemplating whether a particular view on an issue should be posted for all to see. What you post on a social media website is accessible by others, including personal and professional contacts – and essentially “lives” forever (and can be searched at any time). Therefore, BHRS expects employees to use electronic medium in a responsible manner using common sense, good judgment and professionalism.
- **Creating a BHRS Work Related Social Media Page**
 The San Mateo County Social Media Policy/Toolkit details the standards and regulations a BHRS program, team, committee or group must follow when considering the creation of a social media page/site for official county business as well as guidelines for site moderators/administrators.
 - You must be able to demonstrate that the proposed social media page/site will contribute to BHRS strategic initiatives or clinical best practices.
 - County Guidelines require the approval of a detailed work plan prior to establishing the social media account.
 - Obtain approval from the appropriate BHRS Adult or Youth Deputy Director and the BHRS Communications Coordinator about the proposed social media account before writing the work plan.
 - If the proposal for the social media account is approved by BHRS, see the Social Media Policy/Toolkit for the Work Plan Template.
 - Completed work plans must be submitted to the BHRS Communications Coordinator for review.

Approved: Signature on File
Stephen Kaplan, Director
Behavioral Health and Recovery Services

Attachment: Link to County Social Media Policy and Toolkit

http://intranet.co.sanmateo.ca.us/Attachments/Intranet/Communications/social_media_toolkit.pdf

Reviewed: _____

