



NORTH CENTRAL BEHAVIORAL HEALTH BOARD

SENECA • HURON • OTTAWA • SANDUSKY • WYANDOT

Policy Number 205	Public Affairs Social Media	Effective Date 07/01/2026	Total Pages 2
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PURPOSE

To outline general guidelines regarding the utilization of the Board's Social Media pages.

POLICY

North Central Behavioral Health Board (Board) realizes the advantages of the Internet and Social Media tools in sharing information with the public. All Board's social media pages are meant to present education and matters of public interest, including behavioral health topics.

ACCOUNTABILITY

Communications Specialist and Executive Director

DEFINITIONS

"Appropriate content" means language free of profanity, sexually explicit and violent language, personal/ group attacks, and spam comments. Appropriate content shall include behavioral health related education, trainings, and/or Board's official positions and resolutions. Appropriate content can also include matters of public interest related to behavioral health, legislation pertaining to behavioral health, and behavioral health job postings.

"Social Media" are media for social interaction using highly accessible and scalable publishing techniques. These internet-based applications allow for the creation and exchange of user generated content. Through social media, individuals or collaborators create, organize, edit, comment and/or share content online. Social media is designed to support rapid interactive communication. Examples include, but are not limited to the following:

- a. Social Networking: X, Facebook, Instagram, Pinterest, LinkedIn.
- b. File Sharing and Storage: YouTube/Video Sharing, Photo Library, Photo Sharing.
- c. Web-Publishing: Website, Constant Contact, Blogs, Wikis.

"Social Media Manager" (SMM) is the Board's Communication Specialist.

"Unacceptable usage" includes content which violates local, state and federal law. Content which solicits money for or supports political causes is strictly prohibited.

PROCEDURE

1. The Board shall utilize its social media accounts to address the fast-changing landscape of the internet to: expand communication tools with its constituents, provide behavioral health education, promote behavioral health training, increase transparency of the Board, listen to its constituents, help achieve the Board's strategic goals, and support civic culture.
2. The Board's social media accounts shall be closely managed and monitored by the SMM. SMM is responsible for posting, editing, and closely monitoring social media pages for appropriate conduct.
3. The Board's social media accounts allow for two-way communication.
4. Only appropriate content language and topics shall be posted on the Board's social media accounts.
5. SMM shall correct mistakes or inaccuracies (if found) clearly and quickly.

6. SMM shall ensure that all communication is professional, respectful and factual. All content represents the Board.
7. When posting, SMM shall not infringe upon copyright and trademark protections.
8. SMM shall use strong passwords (letters, numbers, and symbols) for all social media accounts.
9. All persons shall be treated respectfully in their interactions with the Board's social media accounts. To this effect, personal or group attacks via posts, comments or personal messages shall be prohibited. Examples of such behavior include but are not limited to discrimination of groups based upon race, color, religion, creed, sex, marital status, sexual orientation or political beliefs. Such comments and messages shall be immediately removed by the SMM by means of hiding and/or deleting, blocking or banning offending users, if necessary.
10. User blocking of the Board's social media accounts is a measure to be taken in extreme situations and should not be taken lightly. Blocking of individual social media users shall be at the discretion of the SMM for such offenses including but not limited to use of profane language, personal or group attacks, spam comments and other offensive behaviors.
11. Spam commenting on the Board's social media accounts shall be prohibited. Comments deemed as spam include but are not limited to sales pitches for products or services and comments promoting the personal interests of the commenter. Such comments shall be immediately removed by the SMM.
12. The Board shall be aware that any content posted on social media accounts could be considered a public record and therefore original content must be retained in accordance with the Board's Records Retention Schedule.
13. No opinions from elected or non-elected officials shall be posted or shared. Elected officials' pictures and posts may be shared if the Board staff and/or Board members are part of the post. Executive Director and Chairperson opinions directly related to the Board or behavioral health topics may be published.
14. SMM shall post this policy on the Board's website to be available for public review.

APPROVED:

ELECTRONIC SIGNATURE
Board Chairperson

07/01/2026
Date

ELECTRONIC SIGNATURE
Executive Director

07/01/2026
Date