

## 7.4 SOCIAL MEDIA

**Policy:** Each sub-recipient that chooses to utilize social media must create a local policy. Sub-recipients should carefully select the Social Media that will best serve its needs.

Social Media should be used in ways that enhance the Title X program while maintaining the security of the clinics network. These guidelines are intended to help sub-recipients decide whether to use Social Media, and, if the decision is to use this tool, how best to implement the decision. (see MT TX FP Administrative Manual, Sample Policy 8.14 *Social Media Policy*)

**Procedure:**

Each Title X program should determine how Social Media fits into its communication strategy. When evaluating whether use of Social Media is appropriate, the Title X program should consider the following:

1. How will Social Media enhance outreach and communication with clients, the public, and within the Title X Clinic?
1. How will the Title X Clinic manage the use of Social Media?
2. How will the Title X Clinic train employees and contractors to use Social Media properly?
3. Does the Title X Clinic have the ability and resources to monitor use of Social Media by employees, satellites, and clients?
4. How will the Title X Clinic protect confidential information contained in Social Media?
5. How will the Title X Clinic capture, and store information generated from Social Media?
6. Does the Title X Clinic have the resources to respond to public records requests arising from use of Social Media?

The following principles apply to the use of social media on behalf of the Title X program:

1. Sub-recipients should review content for medical accuracy, appropriateness for the community, and readability.
2. If Sub-recipients publish health education information that is not approved by the I&E Committee a disclaimer should be included “This post has not been reviewed for medical accuracy. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Department.”
3. Sub-recipients should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
4. Sub-recipients should be aware of the effect their actions may have on their organizations reputation, as well as the Department’s.
5. Sub-recipients should develop a process for monitoring social media comments to ensure comments are appropriate and acceptable.