

8.14 SAMPLE SOCIAL MEDIA POLICY

Policy: The following guidelines should be followed when creating or re-posting images and messages on any platforms formally associated with the <Insert Clinic Name>. Always check with an Administrator if you have any question about whether a prospective post does or does not meet these guidelines before you post.

In some cases, a post not meeting these guidelines can make you and/or <Insert Clinic Name> subject to loss of grant funding, or liable to civil liabilities or criminal prosecution.

Consequences of failing to seek prior approval for posting questionable material or failing to follow these guidelines will include disciplinary action up to and including termination.

This policy must be reviewed and signed on a yearly basis.

Procedure:

<Insert Clinic Name>'s social media presence should be:

- Positive in nature. We will refrain from attacking individuals or ideas with which we disagree. We will promote and highlight positive aspects of sexual and reproductive health and successful and ongoing efforts to improve education, clinical care and advocacy for access to care and education.
- We will not post explicit images and will refrain from using street slang to communicate about sexual and reproductive health matters.
- Sexual and reproductive health information will be medically accurate, and any individual questions about health concerns will be responded to with the recommendation to access a healthcare provider.
- Content should also be visually appealing, inclusive and frequently updated to encourage client and community awareness of <Insert Clinic Name>.

The following are Title X and <Insert Clinic Name> mission statements. All posts should in some way relate to these mission statements:

- Title X Purpose and Mission: Title X is the only federal program dedicated solely to the provision of family planning and related preventive services. The Office of Population Affairs (OPA) administers the Title X program and serves as the focal point to advise the Secretary and the Assistant Secretary for Health on a wide range of reproductive health topics, including family planning, adolescent pregnancy, sterilization and other population issues. The Office of Population Affairs operates under the direction of the Deputy Assistant Secretary for Population Affairs.
- To assist individuals in determining the number and spacing of their children through the provision of voluntary, confidential and low-cost education, counseling, and related comprehensive medical services to eligible clients:
- To assist in making comprehensive, voluntary family planning services available to all persons desiring such services;
- To coordinate domestic population and family planning research with the present and future needs of family planning programs;
- To enable public and nonprofit private entities to plan and develop comprehensive programs of family planning services;

- To develop and make readily available information, including educational materials, on family planning and population growth to all persons desiring such information;
- To evaluate and improve the effectiveness of family planning service programs and population research; and
- To assist in training staff to effectively carry out family planning services

<Insert Clinic Name> Mission: <Insert Mission Statement>

The following Legislative Mandate must be adhered to when considering messaging for social platforms, especially when directed at teens.

- Title X family planning programs should include administrative, clinical, counseling, and referral services necessary to ensure adherence to these requirements.
- None of the funds appropriated in this Act may be made available to any entity under Title X of the Public Health Service Act unless the applicant for the award certifies to the Secretary that it encourages family participation in the decision of minors to seek family planning services and that it provides counseling to minors on how to resist attempts to coerce minors into engaging in sexual activities.
- Notwithstanding any other provision of law, no provider of services under Title X of the Public Health Service Act shall be exempt from any State law requiring notification or the reporting of child abuse, child molestation, sexual abuse, rape, or incest.
- Educational information must be suitable for the population, factual, technical and clinically accurate.
- If health education information is not approved the following disclaimer must 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.”
- Additional guidelines relating to the provision of clinical services or education for teens in a Title X program are dialogue about communication with a parent or other responsible adult in the teen’s sexual decision making, healthcare, and education, and the need to communicate that (total) abstinence is the only risk-free method to prevent pregnancy and sexual infection.
- These guidelines do not preclude a teen’s ability under Title X and Montana State Law to self-consent for healthcare related to pregnancy and STI concerns.
- <Insert Clinic Name> is prohibited from endorsing (or working against) specific political candidates, parties or special interests. We can provide informational outreach explaining how proposed or enacted legislation, including funding measures, impacts the clients we serve.

I have read and fully understand this policy and will follow the above guidance.

Signature: _____ **Date:** _____