

Help Your Peers Question: Facilitation tips for social networking

The Rhode Island Department of Health is in the process of crafting a social networking/marketing plan for the Department, and would like to learn from the plans and policies established by other states. They would like to know:

- 1) Which staff member(s) have access to social networking sites?
 - 2) Who administers the Department/program's pages?
 - 3) What is the average response/turn-around time when inquiries/postings are received?
 - 4) How many hours each week are dedicated/needed for proper administration of the site(s)?
 - 5) How are inappropriate postings by employees handled (as well as such postings from the public)? How is 'inappropriate' defined?
 - 6) Are postings filtered prior to going live on the page?
 - 7) What is the process for pulling postings when the Department deems this necessary?
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California Youth Advocacy Network's (CYAN) Answers:

1. All California Youth Advocacy Network's (CYAN) staff members have access (are given the usernames and passwords or are made administrators on Facebook fan pages) to Social Networking sites but the Outreach Coordinator maintains, monitors, and updates all sites daily.
2. The Outreach Coordinator is the primary administrator on the programs pages but all CYAN staff has the ability to become a member or post if needed/wanted through the Outreach Coordinator or on their own.
3. The average turn-around time to respond to posts is usually within the first 10 minutes of the posting time. Occasionally, the timing varies depending on the activities/workload of the day
4. The Outreach Coordinator dedicates about 30 hours a week for intense administration/monitoring of Social Media sites (including Twitter, Facebook, YouTube, MySpace, LinkedIn, Coordinator Camp, Hootsuite, Eons, Slideshare, and others) and to learning about emerging technological trends that would aid in web 2.0 Public Health accessibility, campaign efforts, communication, and strategizing online.
5. CYAN has a preliminary policy about inappropriate posting, which is still in revision. It is available for viewing on the Facebook fan page (<http://www.facebook.com/cyanfan>) - soon to be put on the CYAN blog, CYAN website, and other CYAN social media sties. Postings may be deleted it breaks the posting guidelines, or it may be edited to adhere to the guidelines as seen fit by the Outreach Coordinator or CYAN Managing Director. The Social Media policy language is as follows:

Content by all users/visitors and administrators containing any of the following forms of subject matter shall not be allowed for posting/deleted from any CYAN Social Media page:

- a. Profane language or content ;

- b. 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 ;
- c. Sexual content or links to sexual content;
- d. Solicitations of commerce;
- e. Conduct or encouragement of illegal activity;
- f. Information that may tend to compromise the safety or security of the public or public systems ;

If users/visitors use CYAN blogs/forums/discussion boards, users/visitors agree to the following:

- g. By posting any comments, posts or other material, users/visitors give the California Youth Advocacy Network (CYAN) the irrevocable right to reproduce, distribute, publish, display, edit, modify, create derivative works from, and otherwise use users/visitors submission for any purpose in any form and on any media. Users/visitors also agree that users/visitors will not:
 - i. Post material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights
 - ii. Post material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by CYAN in its sole discretion
 - iii. Post advertisements or solicitations of business
 - iv. Post chain letters or pyramid schemes
 - v. Impersonate another person
 - vi. Allow any other person or entity to use users/visitors identification for posting or viewing comments
 - vii. Post the same note more than once or "spam"
- h. CYAN reserves the right (but is not obligated) to do any or all of the following:
 - i. Remove communications that are abusive, illegal or disruptive, or that otherwise fail to conform with these Terms and Conditions.
 - ii. Terminate a user's access to the blog feature upon any breach of these Terms and Conditions.
 - iii. Edit or delete any communications posted on the blog feature, regardless of whether such communications violate these standards.

Finally, users/visitors agree that users/visitors will indemnify CYAN against any damages, losses, liabilities, judgments, costs or expenses (including reasonable attorneys' fees and costs) arising out of a claim by a third party relating to any material users/visitors has posted

- 6. Postings **are not** filtered before going on Social Media pages, but the sites are heavily monitored (daily) so nothing against the policy is posted.
- 7. The pulling of inappropriate postings on Social Media sites is up to the discretion of the Outreach Coordinator and managing directors of CYAN. If the posting breaks one or more of the rules put out in the policy, the posting(s) is immediately deleted or edited to adhere to the guidelines.

Additional Information:

What CYAN does:

The California Youth Advocacy Network (CYAN) is dedicated to supporting military, youth and young adults by advocating for a tobacco-free California.

What CYAN Offers:

CYAN provides training and technical assistance to individuals, organizations, and coalitions advocating for tobacco-free communities. CYAN works with youth, young adults, services members, and all those working with these populations on any tobacco-related issue.

Social Media Training:

CYAN is pleased to offer trainings to CTCP-funded agencies on how social media can be used to communicate with target audiences, how to use specific tools to outreach, and how to form a strategic plan. If you're interested in these trainings, please contact Amelia Silbert-Geiger at 916 339-3424 ext. 23 or at amelia@cyanonline.org. For more information on social media tools or to request a training, please visit <http://bit.ly/cyansocialmedia>.

Connect with us:

