

## Protocol for Management of AL Quit Now MySpace Website

The AL Quit Now MySpace page is an Internet-based social networking forum for health education targeting teens. Alabama Department of Public Health Tobacco Prevention and Control Branch and ADPH Marketing Division will maintain this site based on the following guidelines.

### 1. Settings/Posting

- a. All page editing settings for the AL Quit Now MySpace page shall be set to approval status, meaning before anything is posted, content must be approved by ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff.
- b. ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff will monitor all comments prior to allowing them to be posted. If one is deemed inappropriate, it will not be posted; therefore, no one visiting the AL Quit Now MySpace page will be able to access/view it.
- c. All of the content on the AL Quit Now MySpace page shall be posted by ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff. These postings refer to all blogs, background information, and main page information, as well as design.
- d. ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff have no control over the random advertisement banners that appear at the top of all MySpace pages.

### 2. Friends

- a. The AL Quit Now MySpace page will be a public page. MySpace allows users to choose between public and private pages. Public pages allow all visitors to access and view all content and pictures of that particular user. However, these public pages can have certain sections (content and/or pictures) that can be set to private. Private pages only allow users/visitors to access profile picture, profile name, profile heading, profile age, city, and state.
- b. If a person chooses, they can request to be a friend of AL Quit Now MySpace page. The ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff must approve friend request before they can be associated with AL Quit Now MySpace page and have their profile picture (which when clicked on takes you to their page) added to AL Quit Now MySpace page friends list.
- c. Process for approving friends:
  - i. Once AL Quit Now has received a friend request, ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff will look at the requested user's page to determine if it is appropriated to be a friend of, and therefore, associated with AL Quit Now. If determined inappropriate the requested user will be denied friendship status, therefore, their profile picture will not appear on AL Quit Now's

- MySpace page. If determined appropriate, the requested user will be approved for friendship status.
- ii. If a friend request is received, and that user has a private page, they will be allowed friend status for a temporary period (as long as the user's profile picture, name, headline, city and state are deemed appropriate), so that ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff has sufficient time to look over the requested user's page for further assessment of appropriateness. If the user's page is determined inappropriate, the user will be immediately removed as an AL Quit Now friend and therefore, no longer associated with AL Quit Now MySpace page.
  - iii. Because of the nature of MySpace, each AL Quit Now friend can change their pictures (profile pictures and album pictures) or content as the user chooses. If a user that has been approved for friend status changes their profile picture (the one that appears on AL Quit Now's friend list) or their content is deemed inappropriate, the user will be removed from the friend list and therefore no longer associated with AL Quit Now.
  - iv. Due to the nature of Internet-based social networking, friends' content changes frequently. While checking content on a daily basis would not be feasible, the ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff will conduct random checks on a weekly basis.
  - v. If a user is viewing the AL Quit Now MySpace page and clicks on one of AL Quit Now's friends who have a private page, they will be routed to a standard MySpace Page showing the profile picture, name, headline, city and state of the friend with the following statement: "This profile is set to private. This user must add you as a friend to see his/her profile." This page may have random advertisements or banners that are out of AL Quit Now's control; and therefore, may be viewed by others as inappropriate advertisements.
  - vi. ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff will not view all friends of friends of AL Quit Now to determine appropriateness of AL Quit Now friends. Friends of Friends are not directly associated with AL Quit Now.

Note: The AL Quit Now MySpace page will not discriminate based on race, sex, age, disability, marital status, parental status, veteran status, religion, sexual orientation, color, or national origin.

Note: The determination of what is appropriate and inappropriate, as it relates to pictures, songs, lyrics, and content of pages will be made at the discretion of ADPH Tobacco Prevention and Control Branch staff and ADPH Marketing staff. This may require additional discussion to reach a consensus on the definitions of these terms.