



*C/O Central Michigan University
Health Professions Building 2219
Mt. Pleasant, MI 48859*

GLC-SOPHE Social Media Policy

May 2015

This policy provides guidance for GLC-SOPHE's use of social media, which should be broadly understood for purposes of this policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

Objective

To share public health information with GLC-SOPHE members, students, and other health professionals.

Message Development

Content will be shared from other reputable public health sources, local health departments, universities, and National SOPHE. Original content will be drafted by Members At Large and/or Executive Board. Members can also submit content to the E-Board for review and posting.

Social Media Sites

Facebook, LinkedIn, Twitter

Site Administrators

Members at Large, Executive Board

Procedures

- Content shall be updated on sites three times or more each week. Administrators can use sites, such as HootSuite, to post to multiple sites at once.
- Administrators should use their best judgment in posting material that is neither inappropriate nor harmful to GLC-SOPHE or members.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Administrators are not to publish, post, or release any information that is considered confidential or not public, including unauthorized photos. If there are questions about what is considered confidential, administrators should check with the Executive Board.



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- Social media networks, blogs, and other types of online content sometimes generate press and media attention or legal questions. These inquiries should be referred to the GLC-SOPHE Executive Board.
- Administrators should respond to all questions, messages, and comments within 24 hours, Monday – Friday.
- Comment policy:
 - This page is for supporters of GLC-SOPHE and we encourage open discussion and free flow of information concerning issues relevant to public health and GLC-SOPHE. We encourage you to participate in the discussion and value your thoughts and opinions, but we want to keep it clean and respectful of everyone involved. So if you want to participate on our page, you must agree to uphold our commenting policy:

We reserve the right to delete posts containing any of the following elements:

- Profanity
- Discrimination or derogatory remarks based on race, gender, sex, age, creed, or sexual orientation
- Spam, advertising and solicitation
- Intentionally misleading, off-topic or irrelevant information
- Personal attacks
- Posts that promote violence or illegal activities
- Fraudulent or deceptive messages

Repeat violators will be banned. If you have any questions about this policy or wish to dispute a deleted comment, please send an e-mail to glcsophe@gmail.com.

Thank you for your continued support! We look forward to engaging and connecting with you!

Approved 5/13/15