

Hamilton County Developmental Disabilities Services uses social media to foster positive relationships with key audiences such as people who receive services and their families, social service partners, taxpayers/voters, government peers and employees.

Platforms such as Facebook, Twitter, LinkedIn, Instagram, and YouTube give the agency a cost-effective means for communicating with these audiences and allow HCDDS to connect with people on a more personal and easily understandable level. Tools such as livestreaming presentations help the agency reach more people and give prompt answers to questions.

Social media plays an important part in our overall communication strategies. It complements existing practices such as media relations, newsletters, special events and internal communications. The following guidelines govern HCDDS' use of social media.

General Management Responsibility

The Community Relations team is responsible for all agency social media pages, feeds and platforms. Designated representatives at the Bobbie B. Fairfax and Margaret B. Rost schools manage the school Facebook pages, though the Community Relations team monitors the pages and retains control.

Members of the Community Relations team (or designated representatives) are the only people who may send messages and/or respond to comments via agency social media platforms, and create new pages, feeds, groups, etc. on social networks. The director of Community Relations has the final say about using new social media tools and platforms. Staff will follow the agency's policies and procedures at all times when creating or participating in agency-sponsored social media.

Standard Practices

- Protect sensitive or personal information
- Monitor user comments and activity
- Be accurate
- Correct mistakes promptly
- Be considerate
- Respect copyrights and trademarks
- Use work e-mail addresses and strong passwords
- Stay within area of expertise

Social Media Policy



Training

All Community Relations team members, as well as designated representatives, will have social media training to ensure consistency during vacations/sick time, and prevent interruption of service if staff leave the agency.

Branding

All agency social media presences will have a look and feel consistent with other communications tools used by HCDDS, including use of the agency's logo.

Employee use of social media

Employees may participate in social media using personal equipment on their own time. Employees are ambassadors for our agency and are expected to never post or create anything that would be considered offensive or potentially embarrassing to HCDDS. It should be clear that views expressed are not necessarily those of the agency.

Public records & comments policy

Social media communications are public record. The following policy appears on the HCDDS and school Facebook pages, as well as our public website.

We welcome your comments! We reserve the right to delete posts with vulgar language, personal attacks, or offensive comments that disparage any ethnic, racial, or religious group. We also reserve the right to delete comments that are spam or link to other sites, advocate illegal activity, promote services, products, or views that are not consistent with the mission of HCDDS, infringe on copyrights or trademarks, use personally identifiable medical information, or contain case-specific and other confidential information.

If you have questions about the operation of this site, contact the Community Relations Department by email at contactus@hamiltondds.org.