

## Operational Policy

<b>Policy title:</b>	Creating, Managing, and Closing Social Media Accounts for Agency Promotion		
<b>Policy number:</b>	DHS OHA 120-004		
<b>Original date:</b>	05/15/2023	<b>Last update:</b>	05/15/2021
<b>Approved:</b>	Don Erickson, Chief Administrative Officer DHS, Kris Kautz, Deputy Director OHA		

### Purpose

The Oregon Department of Human Services and Oregon Health Authority are committed to the responsible use of social media and social networking as tools for promoting the agencies and disseminating approved information to staff, service recipients, the public, and the press.

### Description

This policy creates a basic framework to guide the Public Health Division in the creation, management and closing of social media and social networking accounts in line with Oregon statute and industry best practices. This policy does not apply to the approved use of social media accounts for casework and investigations.

### Applicability

This policy applies to all DHS and OHA staff including employees, volunteers, trainees, interns and contractors administering and maintaining social media accounts on behalf of the agencies.

This policy does not apply to the approved use of social media accounts for casework and investigations.

As keepers of the public trust, all agency employees have a responsibility to comply with state and agency policies, administrative rule, and state and federal law. The agency takes this responsibility seriously and failure to fulfill this responsibility is not treated lightly. Employees who fail to comply with state or agency policy, administrative rule, or state and federal law may face progressive discipline, up to and including dismissal from state service.



## Policy Guidelines

1. To open a social media account .OHA programs that want to use a social media account shall:
  - a. Request an account by contacting the Communications team at oha.external.relations@state.or.us and following the approved process.
  - b. Have a designated individual responsible for account maintenance to collaborate with Communications and to attend monthly meetings with the Communications team and other program staff.
2. All programs with existing social media accounts at the time this policy goes into effect shall notify and submit their accounts for review by the Communications team.
1. OHA shall have a digital media specialist, responsible for collaborating with program staff including:
  - a. Providing training on the use of social media platforms.
  - b. Providing ongoing support in the development of social media content and strategy.
  - c. Ensuring an und
2. DHS|OHA social media accounts are considered a public forum and are subject to certain rules in consultation with the Oregon Department of Justice.
  - a. Users shall not be banned or blocked.
  - b. Comments shall not be deleted, unless approved by the Communications team.
  - c. Inappropriate comments that contain profanity, sell or promote a product, are spam, or contain hateful, derogatory, threatening, or abusive language, may be hidden.
  - d. Comments expressing dissatisfaction with DHS|OHA, its policies, or programs in an
3. Social media accounts have flexibility in terms of tone, content and style, however, all DHS|OHA social media accounts shall:
  - a. Represent the agencies' core values.
  - b. Use appropriate language.
  - c. Be sensitive to local and national issues.
  - d. Appear non-partisan and neutral on state and federal policy and legislation.



## Facebook

USERNAMES for all primary OHA or DHS social media accounts (including Instagram) shall be "Department of Human Services" or "Oregon Health Authority" then if there is a department it shall be ": Department of X" or unless securing that handle proves impossible.

PROFILE IMAGE uploaded at 110 x 110 px (72 dpi) shall depict the official Program logo.

PROFILE INFO should include the Program's boilerplate description.

### SIGN UP

1. Go to [facebook.com/signup](https://facebook.com/signup).
2. Click the sign up button.
3. A Create your account pop up box will appear, and you'll be guided through our sign up experience. You'll be prompted to enter information such as your name and phone number or email address.
4. If you provided an email address while signing up, we will immediately send you an email with instructions so we can verify your email address.
5. If you provided a phone number while signing up, we will immediately send you a text message with a code so we can verify your number.
6. After entering your information, click Next.
7. In the Customize your experience pop up box, check whether you'd like to track where you see Twitter content across the web and click Next. Click finish

### Closing

Closing social media accounts shall also be executed in collaboration with the Communications team to ensure the proper retention of records.

1. Sign into Facebook account.
2. Click on the More icon and then click on Settings and privacy from the drop-down menu.
3. From the Your account tab, click on Deactivate your account.
4. Read the account deactivation information, then click Deactivate.
5. Enter your password when prompted and confirm that you want to proceed by clicking the Deactivate account button.



## Twitter

USERNAMES for all primary OHA or DHS social media accounts (including Instagram) shall be "Department of Human Services" or "Oregon Health Authority" then if there is a department it shall be ": Department of X" or unless securing that handle proves impossible.

PROFILE IMAGE uploaded at 110 x 110 px (72 dpi) shall depict the official Program logo.

PROFILE INFO should include the Program's boilerplate description.

### SIGN UP

1. Go to [twitter.com/signup](https://twitter.com/signup).
2. Click the sign up button.
3. A Create your account pop up box will appear, and you'll be guided through our sign up experience. You'll be prompted to enter information such as your name and phone number or email address.
4. If you provided an email address while signing up, we will immediately send you an email with instructions so we can verify your email address.
5. If you provided a phone number while signing up, we will immediately send you a text message with a code so we can verify your number.
6. After entering your information, click Next.
7. In the Customize your experience pop up box, check whether you'd like to track where you see Twitter content across the web and click Next. Click finish

### Closing

Closing social media accounts shall also be executed in collaboration with the Communications team to ensure the proper retention of records.

1. Sign into Twitter account.
2. Click on the More icon and then click on Settings and privacy from the drop-down menu.
3. From the Your account tab, click on Deactivate your account.
4. Read the account deactivation information, then click Deactivate.
5. Enter your password when prompted and confirm that you want to proceed by clicking the Deactivate account button.



## LinkedIn

USERNAMES for all primary OHA or DHS social media accounts (including Instagram) shall be "Department of Human Services" or "Oregon Health Authority" then if there is a department it shall be ": Department of X" or unless securing that handle proves impossible.

PROFILE IMAGE uploaded at 110 x 110 px (72 dpi) shall depict the official Program logo.

PROFILE INFO should include the Program's boilerplate description.

### SIGN UP

1. Go to [linkedin.com/signup](https://linkedin.com/signup).
2. Click the sign up button.
3. A Create your account pop up box will appear, and you'll be guided through our sign up experience. You'll be prompted to enter information such as your name and phone number or email address.
4. If you provided an email address while signing up, we will immediately send you an email with instructions so we can verify your email address.
5. If you provided a phone number while signing up, we will immediately send you a text message with a code so we can verify your number.
6. After entering your information, click Next.
7. In the Customize your experience pop up box, check whether you'd like to track where you see Twitter content across the web and click Next. Click finish

### Closing

Closing social media accounts shall also be executed in collaboration with the Communications team to ensure the proper retention of records.

1. Sign into linkedin account.
2. Click on the More icon and then click on Settings and privacy from the drop-down menu.
3. From the Your account tab, click on Deactivate your account.
4. Read the account deactivation information, then click Deactivate.
5. Enter your password when prompted and confirm that you want to proceed by clicking the Deactivate account button.



# Instagram

USERNAMES for all primary OHA or DHS social media accounts (including Instagram) shall be "Department of Human Services" or "Oregon Health Authority" then if there is a department it shall be ": Department of X" or unless securing that handle proves impossible.

PROFILE IMAGE uploaded at 110 x 110 px (72 dpi) shall depict the official Program logo.

PROFILE INFO should include the Program's boilerplate description.

## SIGN UP

1. Go to [instagram.com/signup](https://www.instagram.com/signup).
2. Click the sign up button.
3. A Create your account pop up box will appear, and you'll be guided through our sign up experience. You'll be prompted to enter information such as your name and phone number or email address.
4. If you provided an email address while signing up, we will immediately send you an email with instructions so we can verify your email address.
5. If you provided a phone number while signing up, we will immediately send you a text message with a code so we can verify your number.
6. After entering your information, click Next.
7. In the Customize your experience pop up box, check whether you'd like to track where you see Twitter content across the web and click Next. Click finish

## Closing

Closing social media accounts shall also be executed in collaboration with the Communications team to ensure the proper retention of records.

1. Sign into instagram account.
2. Click on the More icon and then click on Settings and privacy from the drop-down menu.
3. From the Your account tab, click on Deactivate your account.
4. Read the account deactivation information, then click Deactivate.
5. Enter your password when prompted and confirm that you want to proceed by clicking the Deactivate account button.



# Youtube

USERNAMES for all primary OHA or DHS social media accounts (including Instagram) shall be "Department of Human Services" or "Oregon Health Authority" then if there is a department it shall be ": Department of X" or unless securing that handle proves impossible.

PROFILE IMAGE uploaded at 110 x 110 px (72 dpi) shall depict the official Program logo.

PROFILE INFO should include the Program's boilerplate description.

## SIGN UP

1. Go to [youtube.com/signup](https://youtube.com/signup).
2. Click the sign up button.
3. A Create your account pop up box will appear, and you'll be guided through our sign up experience. You'll be prompted to enter information such as your name and phone number or email address.
4. If you provided an email address while signing up, we will immediately send you an email with instructions so we can verify your email address.
5. If you provided a phone number while signing up, we will immediately send you a text message with a code so we can verify your number.
6. After entering your information, click Next.
7. In the Customize your experience pop up box, check whether you'd like to track where you see Twitter content across the web and click Next. Click finish

## Closing

Closing social media accounts shall also be executed in collaboration with the Communications team to ensure the proper retention of records.

1. Sign into youtube account.
2. Click on the More icon and then click on Settings and privacy from the drop-down menu.
3. From the Your account tab, click on Deactivate your account.
4. Read the account deactivation information, then click Deactivate.
5. Enter your password when prompted and confirm that you want to proceed by clicking the Deactivate account button.



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**Keywords**

App, application, Facebook, Google, Instagram, internet, Pinterest, posting, promotion, publicity, social media, social networking, Twitter, web, website, YouTube