

## Catawba County Public Health

**Title:** *Social Media Procedure*

**Document Type:** *Procedure*

**Document Number:** *TBD*

**Revision:**

**Division/Program:** *Health Promotion*

**Original Date:** *3/14/2013*

**Revision Date:**

### Purpose

Social media tools are increasingly utilized across many demographics. Catawba County Public Health uses social media to promote Public Health services and health messages in the community. While Public Health's social media engagement must always be in alignment with the County's Social Media Policy, this procedure outlines specific requirements and responsibilities related to Public Health's social media presence.

### Procedure

#### Social Media Development Goals

- The development or expansion of Catawba County Public Health's social media presence will reflect the following objectives:
  - Be a resource of accurate information about Public Health
  - Reach our target audience through the platforms they use to find information
  - Share important health prevention messages
  - Reinforce our identity; if an organization is not engaged in social media, it may be perceived as irrelevant by younger generations
  - Grow word-of-mouth and referrals for our clinics
  - Establish an online community that can be easily reached, especially in the case of an emergency

#### Social Media Planning

- Before a social media channel is launched, a strategic plan will be developed to include the following information:
  - Goals for the use of a social media channel(s)
  - Target service area(s)
  - Target audience(s) for social media engagement
  - Why a particular social media channel(s) has been selected
  - Types of messages that will be promoted through the channel
  - Planned frequency of posting on the channel
  - Who will maintain Public Health's engagement in that channel(s) (administrator and back up)
  - How Public Health's social media engagement will be evaluated
- The initial plan must be approved by the Department Supervisor, PIO, Community Outreach Manager, Assistant Health Director, and Health Director before the social media channel is launched.
- The plan will be updated and approved by the same individuals on an annual basis in conjunction with the Public Health marketing plan.



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### Social Media Channels

- The initiation of any social media platform on behalf of Public Health or any of the organization's service areas, programs or committees must be approved by the Health Director.
- Currently, Public Health is engaged in the following social media channels:
  - *Facebook: Public Health and Home Health.* Limited data shows that Public Health clients use Facebook, and for most, only Facebook. In addition to Facebook being the social media platform of choice, Facebook also offers a large range of assets including the ability to be visual (i.e., cover photos, picture sharing, etc.), offer surveys, and show "likes" and "shares" to fans which encourages similar actions from other fans.
  - *Twitter: Home Health.* Limited data shows that one of our target audiences – adult children of potential Home Health clients - use Twitter in addition to Facebook. Twitter offers your organization a voice in "real time" with immediate feedback, allowing you to become a "go to" resource in your field thereby increasing name recognition and top-of-mind awareness. Twitter also allows you to reach an audience you may not reach through traditional marketing methods.

### Social Media Management

- All social media channels are required to have a designated administrator and back-up. This role includes posting relevant content on social media channels; facilitating posting requests from other PH service areas; and reviewing analytics.
- The administrator also monitors and responds to public posts as appropriate. The administrator will review social media channels for public posts at least twice each weekday and periodically on weekends. The administrator shall ensure social media monitoring coverage during vacations, leaves or other interruptions in his or her standard routine for monitoring. Should the administrator be unable to establish a designee due to illness, the community outreach manager shall appoint an interim monitor of social media.
- All administrators will provide social media channel log-in and password information to the County IT department and the Public Health PIO for review and assistance as needed.
- Public Health's main social media channels are managed by the PIO, who is the designated administrator for those channels. The community outreach manager and health promotion educator are designated back-up administrators.
- Home Health's social media channels are managed by the Physician Liaison, who is the designated administrator for those channels. The PIO is the designated back-up.



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### Social Media Content Development and Collaboration

- All primary Public Health social media administrators will collaborate on a regular basis to ensure content relevancy, share best practices, encourage sharing/cross-posting, and prevent unintended content duplication.
- Public Health: Social media content will be developed in one-week increments and one week in advance. As time allows, the PIO shares Public Health content with the community outreach manager to take advantage of opportunities for improvement. Otherwise, the PIO consults with the community outreach manager only when unsure of how to proceed.
- Home Health: Appropriate social media content topics will be established by the Home Health Manager and Physician Liaison that are pertinent and relevant to our industry and target markets (i.e. senior-specific issues, caregiver supports/resources, home and hospice-care related information). All posts shall be in real-time, but related only to established and approved content topics and secured only from reliable and credible sources. In addition, Physician Liaison will consult with Home Health Manager regarding content planned and scheduled in advance to support a specific marketing initiative or event.

### Social Media Shared Content

- Shared content may include state news releases or relevant information from credible sources (such as CDC, healthfinder.gov, professional organizations, etc.)
- Shared content will not include inappropriate, highly opinionated, political, or controversial messaging, even if relevant to the service area/industry.
- The administrator will only on post content from other sources that are authentic and deemed reliable and credible. Examples:
  - A re-post from CNN (credible and reliable) vs. John Doe (unknown and unreliable)
  - A re-posted video from WSOC-TV vs. a re-post of "SassyChick's" video post of WSOC's newscast

### Social Media Photo Policy

- A Public Health Photo Release Form must be signed by any individuals whose photos will be posted through Public Health's social media channels, with the exception of county employees.
- All other images (photos, logos, videos, etc.) posted on social media channels must be relevant, appropriate, and in compliance with the originator's social media permission and copyright guidelines.

### Procedure Definitions

N/A



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### References

N/A

### Approval Signatures

Title	Signature	Date
Health Director		
Originator's Supervisor		
Originator		

### Document Revision History

Revision	Revision Details	Date

# RECORDS RETENTION AND DISPOSITION SCHEDULE

## COUNTY MANAGEMENT



Issued By:



NORTH CAROLINA  
DEPARTMENT OF  
**CULTURAL  
RESOURCES**  
[WWW.NCCULTURE.COM](http://WWW.NCCULTURE.COM)

North Carolina Department of Cultural Resources  
Division of Archives and Records  
State Archives of North Carolina  
Government Records Section

April 15, 2013

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## County Management Records Retention and Disposition Schedule

The records retention and disposition schedule and retention periods governing the records series listed herein are hereby approved. In accordance with the provision of Chapters 121 and 132 of the *General Statutes of North Carolina*, it is agreed that the records do not and will not have further use or value for official business, research, or reference purposes after the respective retention periods specified herein and are authorized to be destroyed or otherwise disposed of by the agency or official having custody of them without further reference to or approval of either party to this agreement. The local government agency agrees to comply with 07 NCAC 04M .0510 when deciding on a method of destruction. Confidential records will be destroyed in such a manner that the records cannot be practicably read or reconstructed. However, records subject to audit or those legally required for ongoing official proceedings must be retained until released from such audits or official proceedings, notwithstanding the instructions of this schedule. **Public records, including electronic records, not listed in this schedule are not authorized to be destroyed.**

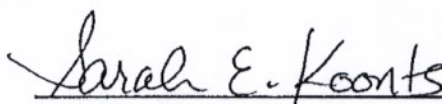
This local government agency and the Department of Cultural Resources agree that certain records series possess only brief administrative, fiscal, legal, research, and reference value. These records series have been designated by retention periods which allow these records to be destroyed when "*administrative value ends.*" The local government agency hereby agrees that it will establish and enforce internal policies setting minimum retention periods for the records that Cultural Resources has scheduled with the disposition instruction "*destroy when administrative value ends.*" If a county does not establish internal policies and retention periods, the county is not complying with the provisions of this retention schedule and is not authorized by the Department of Cultural Resources to destroy the records with the disposition instruction "*destroy when administrative value ends.*"

The local government agency and the Department of Cultural Resources concur that the long-term and/or permanent preservation of electronic records require additional commitment and active management by the agency. The agency agrees to comply with all policies, standards, and best practices published by the Department of Cultural Resources regarding the creation and management of electronic records.

It is further agreed that these records may not be destroyed prior to the time periods stated; however, for sufficient reason they may be retained for longer periods. This schedule is to remain in effect from the date of approval until it is reviewed and updated.

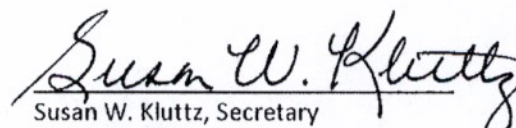
### APPROVAL RECOMMENDED

\_\_\_\_\_  
Chief Administrative Officer/  
County Manager

  
Sarah E. Koonts, Director  
Division of Archives and Records

### APPROVED

\_\_\_\_\_  
Chairman, Bd. County Commissioners

  
Susan W. Kluttz, Secretary  
Department of Cultural Resources

County: \_\_\_\_\_

April 15, 2013

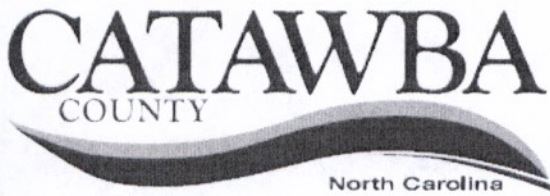
**STANDARD-1: ADMINISTRATION AND MANAGEMENT RECORDS**

ITEM #	RECORD SERIES TITLE	DISPOSITION INSTRUCTIONS	CITATION
13.	<p><b>CITIZEN COMPLAINTS, PETITIONS, AND SERVICE REQUESTS</b>                      Records concerning objections, dissatisfaction, or disagreements with actions or positions taken or not taken by the agency. May include petitions signed by citizens requesting action or routine requests for service or information.</p>	Destroy in office 1 year after resolution.*	
14.	<p><b>CITIZEN REBATE PROGRAM RECORDS</b>                      Applications, receipts, and related records concerning rebate programs sponsored by the county. These records document programs that citizens may opt into and incentivize actions such as, but not limited to, installing water efficient toilets.</p>	a) Destroy in office financial records 3 years after approval.* b) Destroy in office applications 1 year after approval. c) Destroy in office denied applications when administrative value ends.† Agency Policy: Destroy in office after _____	
15.	<p><b>CITIZEN SURVEYS</b>                      Surveys and related records addressing county services, policies, and other concerns.</p>	Destroy in office when administrative value ends.† Agency Policy: Destroy in office after _____	
16.	<p><b>COMPREHENSIVE PLAN</b>                      Long-range plan outlining policies, guidelines and plans for future development of the county. Includes but is not limited to official copy of comprehensive plan and all background surveys, studies, reports, and draft versions of plans.</p>	a) Retain official copy in office permanently. b) Destroy in office background surveys, studies, reports, and drafts 3 years after adoption of plan.	

\*See **AUDITS, LITIGATION, AND OTHER OFFICIAL ACTIONS**, page vi.

† See signature page. The agency hereby agrees that it will establish and enforce internal policies setting minimum retention periods for the records that Cultural Resources has scheduled with the disposition instruction "destroy when administrative value ends." Please use the space provided.





### Release of Liability Form

I \_\_\_\_\_ authorize Catawba County Public Health to interview, photograph and/or make video or audio recordings of \_\_\_\_\_  
(Name of Person)

for use in publications such as brochures, pamphlets, annual reports, public displays, publications, and print or electronic media (including but not limited to Facebook, CCPH website, YouTube, Twitter, etc.)

I hereby release Catawba County and Catawba County Public Health, as well as their agents, administrators, employees, board members and elected officials, from all claims which I or anyone else may have against Catawba County or the above described parties, now or in the future, resulting from any use, display, or publication of these interviews, photographs, video and/or audio recordings.

\_\_\_\_\_  
(Printed Name)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Witness)

**If person being interviewed, photographed and/or recorded is a minor,**

\_\_\_\_\_  
*Printed Name of Parent or Legal Guardian*

\_\_\_\_\_  
*Signature Parent or Legal Guardian*

#### Contact Details

\_\_\_\_\_  
*Individual or Parent/Legal Guardian Mailing Address*

\_\_\_\_\_  
*Individual or Parent/Legal Guardian Email*

\_\_\_\_\_  
*Individual or Parent/Legal Guardian Phone*

*"Leading the Way to a Healthier Community"*