

1. Purpose

- a. This documentation:
 - i. provides direction regarding the planning, coordination, and implementation of Children's Specialty Care Coalition publications, graphic standards, marketing, and media relations as it pertains to the use of social media channels and Children's Specialty Care Coalition promotions on these channels.
 - ii. defines the role of Children's Specialty Care Coalition staff in establishing and maintaining graphic, editorial, and marketing standards as it pertains to social media communications.
 - iii. ensures that social media publications conform to Children's Specialty Care Coalition's policies and standards; and those serving as the official voice of Children's Specialty Care Coalition to local, regional, state, national, and international news media.

2. Policy

- a. Social media content and publications intended for distribution via any social channel on behalf of Children's Specialty Care Coalition must be deemed beneficial to the mission and vision of Children's Specialty Care Coalition and its affiliates.
- b. Children's Specialty Care Coalition staff each have the authority to post and share information on behalf of the organization.
- c. Social media channels to be used must be deemed beneficial to the mission and vision of Children's Specialty Care Coalition and its affiliates and must be approved by the Board of Directors prior to implementation.
 - i. No other social media channels will be created on behalf of Children's Specialty Care Coalition.
- d. Children's Specialty Care Coalition logo and name are protected by State law and State and Federal trademark law.
 - i. The Children's Specialty Care Coalition name and logo may not be used to imply, either directly or indirectly, Children's Specialty Care Coalition's endorsement, support, favor, association with, or opposition to an organization, product, or service without permission from the Children's Specialty Care Coalition Board of Directors.
 - ii. The Children's Specialty Care Coalition logo may only be used as a Profile Image and/or Cover Image on approved social media channels and by those who have authority to post content on behalf of Children's Specialty Care Coalition.
 1. Individuals with authority to redistribute as content must agree to make only true and accurate statements on behalf of Children's Specialty Care Coalition.
 2. Retweets and shares on Social Channels are allowable and encouraged, as these posts are shares of the original content created

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and distributed by Children's Specialty Care Coalition and those who have authority to post on behalf of Children's Specialty Care Coalition.

- e. Children's Specialty Care Coalition will not discriminate, or insinuate discrimination, in any social media content postings on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or veteran status.
- f. Staff of the Children's Specialty Care Coalition are the exclusive source for developing and disseminating social media content on behalf of, and regarding Children's Specialty Care Coalition and its affiliates, via social media. They determine the newsworthiness of significant developments and activities in research, programs, accomplishments, events, and other Children's Specialty Care Coalition and its affiliate's efforts as deemed necessary. This role is also responsible for ensuring that news media and follower relations, as it pertains to interaction on social media platforms, align with the mission and vision of Children's Specialty Care Coalition.
 - i. In an emergency, (i.e., a situation that overwhelms or threatens to overwhelm Children's Specialty Care Coalition and its affiliates resources such as fires, civil disorders, natural disasters or any significantly disruptive event that threatens public safety or property), Children's Specialty Care Coalition may use social media channels to communicate as deemed necessary by the staff.

3. Procedures

- a. Children's Specialty Care Coalition affiliated social media accounts must:
 - i. Be approved for use by the Children's Specialty Care Coalition Board of Directors.
 - ii. Follow the [AP Stylebook](#) as closely as possible.
 - iii. Refrain from posting personal contact information, such as direct phone numbers, personal mailing or email addresses, etc., on social media platforms.
 - iv. Follow intellectual property laws to the highest standard.
 - v. Avoid product endorsements.
 - vi. Adhere to the [Social Media Privacy Act, \(CA Legislature, Sept. 2012\)](#), which prohibits employees and representatives from requiring or requesting personal social media account information.
 - vii. Remove comments or tags made by anyone expressing inaccurate information or does not align with the mission and vision of Children's Specialty Care Coalition or its affiliates.
 - viii. Block anyone harassing or making inaccurate claims against Children's Specialty Care Coalition or its affiliates on any social media platform.
 - ix. Avoid negative or defamatory conversation that does not support the mission and vision of Children's Specialty Care Coalition or its affiliates.
 - x. Follow the Best Practices for Social Media Communications, (see section 4 on page 3).
- b. Social Media Content Creation – Original Content
 - i. Content created on behalf of Children's Specialty Care Coalition must help support the overall mission and vision of Children's Specialty Care Coalition and its affiliates.
 - ii. Content must be original or expressed permission from the content creator must be provided in writing to the Government Affairs and Program Manager.

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1. Material shared directly, (i.e., retweeted on Twitter, or shared on LinkedIn), may be practiced at any time so long as the original post supports the mission and vision of Children's Specialty Care Coalition or its affiliates.
- iii. Photo/Video releases must be obtained from participants when possible for any video and/or photo content created, (consent form located on [page 4](#)).
 1. Releases from parents are required if participants are underage.
 2. Retweeted and/or Shared posts on social media channels are exempt from this.
- iv. Material not created by Children's Specialty Care Coalition must secure permission before use in video or photo production slated for social media content.
- c. Social Media Retweets and Shares – Content Belonging to Others
 - i. Content that is retweeted and/or shared by Children's Specialty Care Coalition from another social media channel, or direct from a website, must site the source, as well as the reason for the share.

4. Best Practices and Commenting Policy for Social Media Communications

- a. Ensure Privacy and Security
 - i. Use a secure password, provide to only those necessary, and update them routinely.
 - ii. Use two-factor authentication whenever possible.
 - iii. Granting access to anyone outside of Children's Specialty Care Coalition must be approved by the Board of Directors.
- b. Use Hootsuite Scheduling Service Program whenever possible to schedule content in advance.
- c. Ensuring Accessibility
 - i. Shorten your URLs using <https://bitly.com/> or the Hootsuite URL Shortener feature.
 - ii. Use commonly understood language and avoid abbreviations/acronyms.
 - iii. Capitalize the first letter in each word of any hashtags used.
- d. Commenting Policy
 - i. All responses received by Children's Specialty Care Coalition affiliates, followers, or the general public must be reviewed for relevancy. Children's Specialty Care Coalition reserves the right to block or remove content at any time.
 1. Responses received that are irrelevant are to be deleted.
 2. Responses that are hateful, use ethnic and racial slurs, attack others, use abusive language, show nudity, or are pornographic are to be deleted immediately, and the user who submitted is to be blocked.
 - ii. Commenting back to received responses must align with the mission and vision of Children's Specialty Care Coalition and these Policies and Procedures.
 - iii. Children's Specialty Care Coalition will abide by the Social Media Platform's Terms and Conditions at all times.

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5. References and Related Policies

- a. Whenever possible, Children's Specialty Care Coalition will review and reference its affiliates Social Media Policies and Procedures. As of July 6, 2020, these include:
 - i. Department of Pediatrics, UC Davis Children's Hospital, Sacramento
 1. <https://health.ucdavis.edu/welcome/socialmedia/>
 - ii. The Children's Center, Sutter Medical Center, Sacramento
 1. <https://www.sutterhealth.org/pdf/social-media-policy/sutter-health-social-media-policy-2016.pdf>
 - iii. Shriners Hospitals for Children, Northern California
 1. Unavailable as of 8/11/2020
 - iv. ChildNet/ Specialists Medical Group, Valley Children's Hospital, Madera
 1. Unavailable as of 8/11/2020
 - v. Cottage Children's Medical Center, Santa Barbara
 1. Unavailable as of 8/11/2020
 - vi. Community Regional Medical Center, Fresno
 1. Unavailable as of 8/11/2020
 - vii. Mattel Children's Hospital, David Geffen School of Medicine at UCLA
 1. <https://www.uclahealth.org/brand/social-media>
 - viii. Children's Hospital Los Angeles Medical Group
 1. <https://www.chla.org/social-media-use>
 - ix. Department of Pediatrics, Loma Linda University Faculty Medical Group, Inc.
 1. Unavailable as of 8/11/2020
 - x. Pediatric Subspecialty Faculty Children's Hospital, Orange County
 1. Unavailable as of 8/11/2020
 - xi. Rady Children's Specialists of San Diego
 1. Unavailable as of 8/11/2020
 - xii. Department of Pediatrics, UC Irvine Medical Center
 1. Unavailable as of 8/11/2020
 - xiii. Miller Children's Subspecialty Group, Long Beach
 1. <https://www.millerchildrenshospitallb.org/about-us/media-policies>
 - xiv. Children First Medical Group
 1. Unavailable as of 8/11/2020
 - xv. Department of Pediatrics, Stanford University School of Medicine
 1. <http://med.stanford.edu/web/websites/policies/SocialMediaGuidelines.html>
 - xvi. Department of Pediatrics, UCSF Benioff Children's Hospital, UC San Francisco School of Medicine
 1. <https://www.ucsf.edu/communications/social-media-guidelines>
 - xvii. Department of Pediatrics, California Pacific Medical Center, San Francisco
 1. <https://www.sutterhealth.org/pdf/social-media-policy/sutter-health-social-media-policy-2016.pdf>
 - xviii. California Association of Neonatologists
 1. Unavailable as of 8/11/2020

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Consent to Record and/or Photograph

I authorize Children's Specialty Care Coalition to film, record, photograph or otherwise reproduce my voice, image or likeness, and to use it in various formats and for the purpose of furthering Children's Specialty Care Coalition's mission and values. Distribution may include, but are not limited to, social media channels, websites, television, radio, podcasts, print publications or any other medium now existing or later created. Children's Specialty Care Coalition retains the right to use or disregard as much, or as little of the material obtained using my likeness at any time.

Any works that are copyright-protected that I intentionally provide for reference or include as part of this recording are either my own property or works for which I have permission by the copyright-owner to use in this way.

I, including my heirs, provide Children's Specialty Care Coalition all rights to any recordings made under this consent. I understand this total release of rights irrevocably means that Children's Specialty Care Coalition may, without limitation, exercise all ownership rights including copyrights relating to the recording(s).

I agree to indemnify and hold harmless Children's Specialty Care Coalition from, and against, any and all liability, loss, cost or damage which may incur as a result of my participation in this recording.

If signed by a parent of a minor child, I warrant that I have the authority to grant this permission on behalf of the person(s) appearing.

Signature/

Date

Print Name

Name and Age of Minor Child, (If applicable)

Full Mailing Address

Phone Number/

Email Address

Children's Specialty Care Coalition Witness Signature

Print Name and

Title