

**ALCOHOL, DRUG ADDICTION AND MENTAL HEALTH SERVICES  
BOARD OF CUYAHOGA COUNTY (ADAMHS BOARD)**

**POLICY STATEMENT**

**SUBJECT: SOCIAL MEDIA POLICY**

**EFFECTIVE DATE: October 25, 2023**

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**PURPOSE**

To guide the use of Social Media platforms to promote the ADAMHS Board. Understanding the intended use of social media helps protect the ADAMHS Board's reputation.

This policy provides information for members of the ADAMHS Board's External Affairs staff, who are tasked with managing the ADAMHS Board's social media accounts.

The ADAMHS Board uses social media as part of its overall strategy to engage with and reach the residents of Cuyahoga County. Social media provides an opportunity for the ADAMHS Board to share information and knowledge and to foster learning, innovation, collaboration, and recovery support in the community. Information shared includes, but is not limited to, events, Board announcements, initiatives, advocacy, mental health, addiction and recovery news and resources.

**POLICY**

It is the policy of the ADAMHS Board that the use of social media be consistent with its mission and vision statement to promote and enhance the quality of life for our community through a commitment to excellence in mental health and addiction prevention, treatment and recovery services coordinated through a person-centered network of community supports. This policy applies to all social media use on behalf of the ADAMHS Board.

Social media provides opportunities for the ADAMHS Board, its provider agencies, county and community partners, and advocates to share information and knowledge and to foster learning, innovation, collaboration, and education that mental illnesses, substance use disorders, and addictions are treatable brain diseases; that treatment works; that people recover; that evidence-based practices are effective; and to encourage community collaboration.

**COMMENT POLICY:**

The ADAMHS Board recognizes the value and importance of diverse opinions and encourages responsible and respectful social media use. The ADAMHS Board is committed to promoting, regulating, and protecting the integrity of its identity and its trademarked name and identifying marks. The ADAMHS Board may pursue all available recourse to block, remove/hide, or delete a social media communication that:

- Incorrectly creates an appearance of an endorsement by the ADAMHS Board
- Is not related to the business of the ADAMHS Board, or not relevant to the original topic
- Discloses personal and or health-related information about an individual on ADAMHS Board pages
- Threatens harm to self or others or is violent, profane, obscene, or pornographic content and/or language

- Promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, sexual orientation, gender, gender identity, national origin, or disability
- Threatens or defames any person or organization
- Is in violation of any federal, state or local law or encourages any illegal activity

### **REMOVAL AND RETENTION OF POSTS THAT VIOLATE POLICY**

- ADAMHS Board staff will monitor social media for any posted material that may violate this Policy.
- Any content removed based on these guidelines must be retained by the ADAMHS Board External Affairs staff for a reasonable period of time, including the date and identity of the poster, when available.
- The ADAMHS Board reserves the right, at any time and without prior notice, to deny access to ADAMHS Board Social Media sites to any individual who violates this Policy.

### **GUIDELINES FOR SOCIAL MEDIA CONTENT**

With consistent effort and ongoing attention, social media will be used by the ADAMHS Board to:

- Promote news, events, service offerings, campaigns, resources, etc.
- Share photos and videos
- Monitor community feedback
- Host discussions
- Be responsive to target audiences
- Drive incremental traffic to websites and targeted pages
- Facilitate community building and collaboration
- Reach a broader audience

Social media content created or posted by the ADAMHS Board must not:

- Be viewed as emergency service outlets.
  - Individuals in crisis are to call 9-8-8, 9-1-1 or Cuyahoga County's 24-hour Suicide Prevention, Mental Health/Addiction Crisis, Information & Referral Hotline at 216-623-6888.
- Disclose any regulated, restricted, or otherwise non-public information.
- Be abusive, threatening, defamatory, obscene, harassing, or create a hostile work or learning environment.

## **PROCEDURES**

### **MANAGEMENT**

External Affairs staff, under the direction of the Director of External Affairs, are responsible for managing and updating the content of the ADAMHS Board's social media accounts.

### **EMPLOYEE ACCESS**

Access to the ADAMHS Board social media accounts shall be restricted to External Affairs staff.

**ACCOUNT MANAGEMENT**

Account management encompasses the creation, maintenance, and destruction of social media accounts on behalf of the ADAMHS Board. All requests for account management must go through the Director of External Affairs.

External Affairs staff, under the authorization and guidance of the ADAMHS Board Chief Executive Officer (CEO), is responsible for maintaining a list of all ADAMHS Board social media accounts with usernames and passwords and the names of all employee administrators of these accounts.

**SECURITY**

External Affairs staff are responsible for protecting the security of all usernames and passwords for all ADAMHS Board social media accounts to the best of their ability, including the use of multi-factored authentication.


**RESPONSIBILITIES**

It is the responsibility of External Affairs staff to:


- Maintain social media accounts to the best of their ability.
- Prioritize sharing news/updates/events etc. related to provider agencies, followed by county/community organization issues relating to behavioral health and addiction, followed by national organization issues related to behavioral health and addiction.
- Monitor the content on each of the provider agency pages to ensure a consistent countywide message is being conveyed.
- Maintain protection and respect of clients/family members, staff, and residents.
- Make every effort to keep our interactions factual and accurate.
- Strive for transparency and openness in our interactions.
- Provide links to credible sources of information to support our interactions, when possible.
- Publicly correct any information we have communicated that is later found to be incorrect.
- Be honest about our relationship, opinions, and identity.
- Make every effort to protect Social Media account security.

**Supersedes and retires:** Social Media Policy, September 29, 2021

Reference: N/A

DocuSigned by:  
  
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 J. Robert Fowler, Ph.D.  
 ADAMHS Board Chair

October 25, 2023  
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 Approval date

DocuSigned by:  
  
48981644F10B435...  
 Scott S. Osiecki  
 ADAMHS Board Chief Executive Officer

October 2026  
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 Review date