



Florida Public Health Association

TOPIC: Website and Social Media Operating Policy and

DATE: Procedure March 8, 2019

PURPOSE: The purpose of this Operating Policy/Procedure is to:

- Establish a web publication policy for the Florida Public Health Association (FPHA) website.
- Clearly explain the roles and responsibilities of all parties involved in online content management.
- Ensure best practice in content management and usability principles are established and adopted by FPHA.
- Outline processes for online content review, maintenance and development on FPHA website.

REVIEW: The draft policy was put together on February XX, 2019 and was reviewed by the Board of FPHA at the February XX, 2019 Board meeting.

- Finalization and adoption of the policy by a unified majority of FPHA Board members was on February XX, 2019. This will be included in the Policy and Procedure Handbook.

POLICY/PROCEDURE

1. Definitions

- a. Home page – The primary page or entry point of a website
- b. Primary public entry point – A web page designed for the public to access official information. FPHA has designed fpha.org as the public entry point for the organization.
- c. Website Editor – FPHA has a designated individual(s) to manage the FPHA website; they participate on the Board.
- d. Web page – Static or dynamic content displayed on the Internet that is identified by a unique Uniform Resource Locator (URL).
- e. Website-Several interrelated and cross-linked web resources designed to function as a collective unit.
- f. Blog- A collection of individual entries, known as posts. Blogs publish time-sensitive information from a personal perspective and encourage comments from visitors.
- g. Web resource-Any data, information, application, or tool published on the Internet.



- i. Official web resource – Any data, information, application or tool published on the FPHA website in support of its mission, vision, and operation.
- ii. Unofficial web resource – Any data, information, application, or tool published on FPHA website by members for expression that are not formally endorsed by FPHA.

2. Philosophy

- a. Websites from non-profit organizations and governmental agencies and departments are permitted. The web editor, SRAHEC staff, and/or the Social Media committee should review the content both for accuracy and applicability. If there are any concerns about the appropriateness of the content, it should be referred to FPHA's President for review. If necessary, the President may consult with the FPHA Executive Board, and/or FPHA members with expertise in the area, before making a final determination.
- b. Links to news articles, after review of the content both for accuracy and applicability, must have clear indication that these are links to news, so that it is not mistaken for an authoritative source.
- c. Requests from outside parties are reviewed prior to publishing. The underlying source(s) for that entity must both be ascertained AND readily disclosed on their site. Sites supported by commercial entities or litigation, even if that site is a non-profit or similar site, will not be permitted. Even when no apparent conflicts of interest (COI) are present, there nevertheless remains a potential for COI. This applies even if these entities claim to be doing just education or public service.
- d. In general, introductory comments from the FPHA should introduce any linkage that is independent from the Resource page (such as in content). A disclaimer is recommended.
- e. Educational offerings may be posted on the FPHA's website after review and vetting, which should consider possible COI issues, relevance to the FPHA's mission, member need, and timeliness. COI will be disclosed on the website, if the site is indeed published.

3. General Policy

- a. Web Publishing
 - i. Published web content for both official and unofficial web resources must not conflict with FPHA mission, vision, or policies.
 - ii. Unless an article is in the public domain, it is important to post an appropriate link, not the actual article, as copyright issues may exist.
 - iii. Website content should deliver key messages to FPHA target audience (i.e., members) and be relevant to the members.
 - iv. Links to resources regarding medical care, medical services, and/or training programs for medical care with no public health relationship will not be appropriate for the website.
 - v. The web editor, SRAHEC, and the Social Committee of FPHA must regularly review the website content for accuracy and currency.
 - vi. Web resources may be removed immediately for any concerns.



vii. FPHA’s website will not provide links to websites for individual or personal home pages.

b. Publishing images

i. Images will only be published on the website if they:

- are optimized for the web
- are relevant, compelling, and add value
- do not infringe on copyright.

c. Advertising and Endorsement

It is best practice to provide links to external websites to avoid duplication of information and to provide access to the most accurate source of information.

i. External websites must only be linked to where:

- valuable content is being offered
- the information provided is relevant, credible, and accurate
- the information provided does not conflict with information on the FPHA website.

ii. In general, links to the following are acceptable:

- educational institutions (.edu)
- government organizations and institutions (.gov)
- some non-profit organizations (.org) (however, these will be reviewed in terms of appropriateness and relevancy)

iii. Links from the FPHA website to any third party must not imply FPHA endorsement of the third party’s products or services. A disclaimer is recommended when linking to any external commercial link. For example, “This link is merely provided as...”

d. Archiving content

Material that is no longer relevant or has been superseded may be archived.

i. Material should be moved to the website archive if it:

- is a news article or content of a historical nature
- is material that may be used in the future, such as returning events

ii. Requests to archive pages should be made to the FPHA web editor, SRAHEC, or the Social Media Committee.

e. Blogging/social media sites such as Facebook

i. Contributors should be made aware that he or she is legally liable for anything he/she writes or presents on the website.

ii. The web content manager for this post should ensure that contributors are allowed to participate via a secure sign on.

iii. Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.