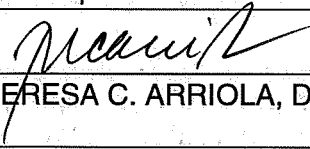


GUAM BEHAVIORAL HEALTH AND WELLNESS CENTER		
<b>TITLE:</b> Media Relations & Social Media Usage	<b>POLICY NO:</b> AD-ORG-13	Page 1 of 2
<b>RESPONSIBILITY:</b> Department- Wide		
<b>APPROVED BY:</b>  THERESA C. ARRIOLA, DIRECTOR	<b>DATE OF ORIGINAL APPROVAL:</b> 1/27/2017	
	<b>LAST REVIEWED/REVISED:</b> 6/12/20	

**PURPOSE:**

To provide media relations and social media guidelines to GBHWC personnel.

**POLICY**

- A. It is the policy of Guam Behavioral Health and Wellness Center (GBHWC) to respond to appropriate and reasonable media inquiries effectively, accurately and on a timely basis to help promote public understanding of our services, activities and issues.
- B. The Office of the Director shall manage both reactive and proactive media relations, as such only the Director, Deputy Director and or designee shall talk to the media when necessary. Any request for interview shall be approved by the Director.
- C. GBHWC shall uphold the Government of Guam Social Media Policy, to assist in making responsible decisions about the appropriate use of social media. (*See Executive Order No. 2015-09*).
- D. Information published on social media networks that have to do with any aspect of work must comply with the GBHWC confidentiality statement, Health Insurance Portability and Accountability Act of 1996 (HIPAA), Code of Ethics, and Gov. of Guam Social Media Policy. This also applies to comments posted on other blogs, forums, and other social networking sites.
- E. GBHWC respects the employee's right of self-expression, and the right to engage in online social networking during their personal time and not during work time or at any time with agency equipment or property in order to protect the agency's interest and ensure employees focus on their job duties.

**DEFINITIONS:**

1. Media: Includes all forms of media, print and electronic.
2. Social Media: includes all means of communicating or posting information or content of any sort on the internet, including to one's own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, as well as any other form of electronic communication.
3. Online Social Networking: Specifically includes, but is not limited to websites such as Facebook, Myspace, Instagram, You Tube, Twitter, LinkedIn, and Wikipedia as well as various chat rooms and blogs; also covers short or multimedia message sending such as text, video, photos, and audio.
4. HIPAA: Health Insurance Portability and Accountability Act of 1996 is a US legislation that provides data privacy and security provisions for safeguarding medical information.

**PROCEDURE:**

**A. MEDIA INQUIRIES**

1. All media inquiries or request shall be directed to the office of the Director. This includes media inquiries or activities relating to GBHWC, its services, its patients, its staff or fundraising activities as well as inquiries involving an external group, subcontracted or not, who wish to promote their relationship with GBHWC.
2. Staff members are not permitted to approach or speak to the media on behalf of GBHWC without the approval of the Office of the Director. This includes written publications, columns, articles, or "opinions" in the newspapers when identifying yourself as an employee of GBHWC with your job title and includes conversation described as "off the record".
3. GBHWC staff who act as spokesperson or provide expert commentary in their role with the external organizations must inform the director's office of such activity.

**B. PERSONAL ONLINE SOCIAL NETWORKING USAGE**

1. Employees must refrain from engaging in social media activities during work time or at any time with agency equipment or property.
2. Information published on social media networks that have to do with any aspect of work must comply with the GBHWC confidentiality statement, HIPAA, and code of Ethics.
3. Employees may not friend an individual currently receiving service from GBHWC on personal accounts on online social media networks. This also applies to the individual's caregivers and guardians.
4. If the employee mentions the agency while engaging in social networking and also expresses a political opinion or an opinion regarding the agency's actions, the person must specifically note that the opinion expressed is his/her personal opinion and not the opinion of the agency. This is necessary to preserve the agency's goodwill among stakeholders such as funding and regulatory bodies, referral sources, families, and others. This standard disclaimer does not by itself exempt program supervisors, manager, coordinators, and the leadership team from a special responsibility when using social networks

**C. GBHWC OFFICIAL ONLINE PROFILE**

1. Official online profiles for GBHWC shall follow all policies regarding confidentiality and personnel policies, and Government of Guam Social Media Policy.
2. GBHWC official online profile shall be strictly assigned to a designee such as social marketer, and will be strictly monitored by the Office of the Director or designee. Photos of consumers or staff receiving services from GBHWC shall only be posted online if an explicit consent to release the image is signed and in the possession of the Office of the Director. (*see F-AD-ORG-13.1 Authorization for audiotape, videotape, film photograph*)

**REFERENCE(S):**

Office of the Governor of Guam, *Executive Order No. 2015-09: Relative to Establishing a Social Media Policy for the Executive Branch of the Government of Guam.*

**ATTACHMENT:**

F-AD-ORG-13.1 Authorization for audiotape, videotape, film photograph







**GUAM BEHAVIORAL HEALTH & WELLNESS CENTER**

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**REVIEW AND ENDORSEMENT CERTIFICATION**

The signatories on this document acknowledge that they have reviewed and approved the following:

**Policy Title:** Media Relations & Social Media Usage Actions

**Policy No:** AD-ORG-13

**Initiated by:** Quality Improvement/Risk Management

Date	Signature
5/1/2020	

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Quality Improvement Coordinator/Regulatory Compliance Officer

Date	Signature
5/7/2020	

Barsen Adelbai  
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Date	Signature
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Leonora Urbano MSN, RN-BC  
Nursing Administrator

Date	Signature
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Ms. Annie Unpingco LCSW, LPC  
Child Adolescent Services Division Administrator

Date	Signature
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Reina Sanchez, M.A  
Clinical Administrator

Date	Signature
5/7/2020	

Dr. Ariel Ismael  
Medical Director

Date	Signature
5/28/2020	

Carissa Pangelinan  
Deputy Director

D04-051220-0126m

