


GUAM BEHAVIORAL HEALTH AND WELLNESS CENTER		
TITLE: Guam Behavioral Health and Wellness Center Communications Policy	POLICY NO: AD-ORG-16	Page 1 of 3
RESPONSIBILITY: Department -Wide		
APPROVED BY:  THERESA C. ARRIOLA, DIRECTOR	DATE OF ORIGINAL APPROVAL: 4/31/2021	LAST REVIEWED/REVISED:

PURPOSE:

To provide guidance on the review, approval and publishing of department related media content to Guam Behavioral Health and Wellness Center (GBHWC) personnel. The purpose of this guideline is to ensure that the information about GBHWC is communicated consistently and reported accurately in the media and to the public in general.

POLICY

- A. It is the policy of Guam Behavioral Health and Wellness Center (GBHWC) that all social marketing/communications initiatives be reviewed by the Director's Office and communications personnel for official approval.
- B. All GBHWC program supervisors shall be designated to disseminate all communications/outreach efforts and request approval from the appropriate channels.
- C. All communications content and outreach efforts should directly relate to GBHWC and reflect the social marketing objective of achieving "social good".
- D. The GBHWC logo is required to be incorporated in all official department documents and media related content.
- E. All communications personnel will comply with all applicable copyright laws when producing communications content. All communications personnel should be conscientious of any Personally Identifiable Information (PII) that is collected including how that information is collected, stored, used, or shared in compliance with the Health Insurance Portability and Accountability Act (HIPAA).
- F. The communications email account should only be utilized for official GBHWC work-related purposes.
- G. All outreach is required to be communicated to the program supervisor and filtered through the Director's Office for approval.

DEFINITIONS:

Social Media Platforms: A web-based and mobile-based Internet application that allows the creation, access and exchange of user-generated content.

Media: The means of communication, as radio and television, newspapers, magazines, and the internet, that reach or influence people widely. Media is the communication outlet or tools used to store and deliver information or data. The term refers to components of the mass media

communications industry, such as print media, publishing, the news media, photography, cinema, broadcasting (radio and television), digital media, and advertising.

Social Media: Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with Guam Behavioral Health and Wellness Center, as well as any other form of electronic communication. Users create online communities to share information, ideas, personal messages, and other related content.

Advertisement: The promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales.

Marketing: The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Social Marketing: An approach used to develop activities aimed at changing or maintaining people's behavior for the benefit of individuals and society as a whole. Social marketing has the primary goal of achieving "social good".

Communications: The imparting or exchanging of information or news.

Outreach: The activity of providing services and information to any population that might not otherwise have access to those services.

Social Good: An activity that aims to help the greatest number of people in the greatest possible way. It implies a positive societal impact.

Communication channels: Refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel in telecommunications and computer networking. It can be categorized into three principal channels: (1) verbal, (2) written, and (3) non-verbal.

Short Message Service (SMS): A text messaging service component of most telephone, Internet, and mobile device systems.

PROCEDURE:

A. Communications Channels

1. Designated communications personnel will have access to an official GBHWC communications email account authorized to transmit department media content for approval.
2. Posting of all communications and outreach efforts on social media in real time will be sent for approval by the designated communications personnel through the appropriate channels (i.e., email, telephone, and/or SMS) to the Director's Office (*reference AD-ORG-13 Media Relations & Social Media Usage*)

B. Content Population Method

1. All GBHWC programs are required to submit any upcoming initiatives and announcements highlighting the department to the official GBHWC communications email account.

2. All programs are required to provide detailed information on initiatives and announcements to the communications personnel for a monthly content calendar or email thread. This includes a title, description, and/or already produced content.
3. Upon final review of all filtered initiatives and announcements, all content will be forwarded to the Director's Office for official approval.

C. Outreach Approval

1. All outreach activities are required to submit F-AD-ORG-16.1 Outreach Activity Form to the Director's Office for final approval for the program's participation no later than two weeks prior to the date of the activity.
 - i. If an outreach activity is recurring, only one "Outreach Activity Form" will be required to be submitted per year from the start of the original approval date.

SUPERSEDES: Title; Policy No.; Effective Date/signature date; Approving individual's name

ATTACHMENT(S):

FAD-ORG-16.1 Outreach Activity Form

F-AD-ORG-13.1 Authorization for Audio, Film, and/or Photography



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REVIEW AND ENDORSEMENT CERTIFICATION

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

Policy Title: GBHWC Communications Policy
Policy No: AD-ORG-16
Initiated by: Directors Office

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GBHWC Pharmacists

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3/25/21	

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