



Title:	Digital & Social Media	Number:	HH.MARCOM.01
Administrator:	VP, Marketing & Community Engagement	Department:	Marketing & Community Relations
Effective Date:	1/15/2024	Review Frequency:	Triennially
Last Review Date:	3/19/2024	Board Approval:	N/A

Scope

All personnel working on behalf of Harbor Health Services, Inc. (HHSI)

Purpose

To establish guidelines for content development, maintenance, and moderation on the digital and social media platforms Harbor Health utilizes for outreach, education, and distribution of information regarding healthcare and social support services available at the organization’s community health centers and Program of All-Inclusive Care for the Elderly (PACE).

Policy

Harbor Health employs a variety of public facing communications channels to engage current and prospective patients/clients, community partners, supporters, and other stakeholders in the mission of our organization: to help individuals achieve their full potential through access to local, affordable services that promote health.

The utilization of web-based digital and social media channels is intended to complement other forms of communication to:

- Increase awareness of Harbor’s healthcare services and community collaborations.
- Enhance the patient/client experience by providing relevant, timely information about services.
- Improve health literacy and highlight pathways to positive health outcomes.
- Promote the development of a strong, responsive community healthcare workforce.
- Support the public health goals of federal, state, and municipal agencies.

Staff responsible for the development and maintenance of content on web-based digital and social media channels will employ tools (e.g., Readable, POCstock.com), training resources, and stigma-reducing language guides where applicable to:

- Ensure accessibility and representation.
- Mitigate the impact of stigma.
- Minimize perpetuating stigma.

Staff will further follow Harbor Health’s corporate brand and messaging guidelines (see appendix) and employ logos, campaign imagery and taglines, and key messages developed for individual programs and services to ensure consistency across communications platforms.

Procedure

Digital and Social Media Grievance Procedure

While Harbor Health welcomes engagement with our website and social media platforms, we maintain the expectation that conversations adhere to standards of polite discourse. Individuals expressing opinions related to published content are asked to be respectful to other individuals expressing opinions and to Harbor Health employees.

1. Harbor Health staff responsible for the management and moderation of digital and social media content reserve the right to remove comments or posts in the following categories:
 - a. Profanity and vulgar or abusive language
 - b. Threat of physical or bodily harm
 - c. Sensitive information (e.g., information that could compromise public safety)
 - d. Offensive terms that target protected classes, such as ethnic, racial, sexual orientation, transgendered, or religious groups
 - e. Any comments found by Harbor Health staff to be offensive, inappropriate, or illegal.
 - f. “Off-topic” comments that are not related to the discussion topic within the social media site, including promotional messages.
2. Responsible personnel may reply to questions posed or concerns expressed in comments with links to Harbor Health’s or third-party websites that may offer additional information or resources relevant to the question and/or with the contact information for the appropriate Harbor Health personnel to encourage continued conversation off the platform.
3. Social media participants with questions or concerns about content posted on Harbor Health digital and social media platforms may contact the Vice President, Marketing and Community Engagement, (617) 533-2358 or abowen@hhs.us.

Consumer Consent for Photography and Personal Story

Harbor Health will not share patient protected health (PHI) or other private or personal information on digital or social media platforms.

There are some circumstances such as consumer or community events, where Harbor Health may approach consumers to ask if they would allow Harbor Health to use a photo of the individuals on social media.

- Consumers must sign the Photography Waiver of Liability (see appendix) to provide written consent to Harbor Health to share their image.
- Consumers under 18 must have a parent or guardian sign the waiver.

There are also some circumstances where a consumer approaches Harbor Health to indicate interest in publicly sharing their personal story or experience with a Harbor Health service or program.

- Consumers must sign the Personal Story Release Agreement (see appendix).
- Consumers under 18 must have a parent or guardian sign the waiver.

Only with signed consent forms will Harbor Health utilize a consumer’s photograph or personal story on digital and social platforms. A signed consent does not obligate Harbor Health to utilize any image or personal story. After providing consent, consumers may still request Harbor Health remove their image or story at any time by contacting Vice President, Marketing and Community Engagement, (617) 533-2358 or abowen@hhsi.us.

Use of Copyrighted Materials

In the course of developing relevant, engaging, and educational content for digital and social media platforms, Harbor Health may source information from copyrighted materials and/or purchase stock photography.

- Staff responsible for the development of content will cite and attribute the source of health-related information. For example, “According to the Centers for Disease Control and Prevention,” or “source: Centers for Disease Control and Prevention.”
- If utilizing photography or images publicly available from another organization’s digital or social media platform, staff will credit the photo or image. For example, “photo courtesy of Centers for Disease Control.”
- When purchasing stock photography, staff will adhere to usage guidelines indicated by the vendor (e.g., POCstock, Shutterstock).
- Staff will follow the guidelines for use and/or request required permissions for usage of logos, visual imagery, or other information as indicated by the owner of the copyright. For example, the Academy of Nutrition and Dietetics require completion of a permission form and outlined usage guidelines for their copyrighted National Nutrition Month logo.

Platforms

1. **Facebook:** Harbor Health maintains Facebook pages for the organization as well as its five community health center and the Elder Service Plan. While consumers use Facebook in many different ways for both personal and professional reasons, as a matter of policy:
 - a. Harbor Health’s use of Facebook is intended as a means to engage various stakeholder groups in Harbor Health’s mission and improving health for individuals and communities.
 - b. Using Facebook, Harbor Health provides accessible content with updates on services, events, public health issues, community collaborations, job opportunities, and donations.
 - c. The account is maintained and monitored by the Vice President, Marketing and Community Engagement.
 - d. The Vice President reviews and updates the individual Facebook pages as much as possible as in addition to monitoring and maintaining other communications channels.
 - e. Harbor Health will not respond via Facebook to media inquiries and patients/consumers with questions related to services are prompted to contact the organization and health center directly by phone.
 - f. Harbor Health also utilizes Facebook for outreach and advertising purposes. Campaigns and promoted posts are managed by the Vice President or an authorized media agency.
 - g. Facebook is governed by Facebook’s separate website policies, including its Privacy Policy (<https://www.facebook.com/privacy/policy/>) and Terms of Service (<https://www.facebook.com/legal/terms>). These policies apply to a consumer’s use of Facebook (note that Facebook is owned/operated by Meta).
2. **Instagram:** Harbor Health maintains Instagram pages for the organization (<https://www.instagram.com/harborhealthma/>) as well as for the THRIVE Clinic (<https://www.instagram.com/thethriveclinic/>). While consumers use Instagram in many different ways for both personal and professional reasons, as a matter of policy:
 - a. HarborHealthMA
 - i. Harbor Health’s use of Instagram is intended as a means to engage various stakeholder groups in Harbor Health’s mission and improving health for individuals and communities.

- ii. Using Instagram, Harbor Health provides accessible content with updates on services, events, public health issues, community collaborations, job opportunities, and donations.
 - iii. The account is maintained and monitored by the Vice President, Marketing and Community Engagement.
 - iv. The Vice President reviews and updates the Instagram page as much as possible as in addition to monitoring and maintaining other communications channels.
 - v. Harbor Health also utilizes Instagram for outreach and advertising purposes. Campaigns and promoted posts are managed by the Vice President or an authorized media agency.
 - vi. Instagram is governed by Instagram’s separate website policies, including its Privacy Policy (<https://privacycenter.instagram.com/policy>) and Terms of Service (https://help.instagram.com/581066165581870/?helpref=hc_fnav). These policies apply to a consumer’s use of Instagram (note that Instagram is owned/operated by Meta).
- b. TheThriveClinic
- i. The THRIVE Clinic’s use of Instagram is intended as a means to engage various stakeholder groups in sexual and reproductive health topics, provide educational content, and increase awareness of THRIVE Clinic services.
 - ii. Using Instagram, The THRIVE Clinic shares engaging, accessible health information sourced from reputable, validated sources and THRIVE Clinic service updates.
 - iii. The account is maintained and monitored by Harbor Health’s Prevention Services team.
 - iv. The Prevention Services team reviews and updates Instagram at least weekly.
3. X, formerly known as Twitter: Harbor Health maintains an X page @Harbor_Health. While consumers use X in many different ways for both personal and professional reasons, as a matter of policy:
- a. Harbor Health’s use of X is intended as a means to engage local media, local agencies/organizations, elected officials, and municipal, state, and federal government agencies/departments in Harbor Health’s mission.
 - b. Using X, Harbor Health provides relevant updates on services, events, public health issues, community collaborations, job opportunities, and donations.
 - c. The account is maintained and monitored by the Vice President, Marketing and Community Engagement.
 - d. The Vice President reviews and updates the X page as much as possible as in addition to monitoring and maintaining other communications channels.
 - e. Harbor Health will not respond via Twitter to media inquiries and patients/consumers with questions related to services are prompted to contact the organization and health center directly by phone.
 - f. Harbor Health does not as a matter of course follow individuals who follow Harbor, however, we do follow many media, government-sponsored, and local agency accounts that are relevant to health-related topics.
 - g. X is governed by X’s separate website policies, including its Privacy Policy (<https://twitter.com/en/privacy>) and Terms of Service (<https://twitter.com/en/tos>).
4. LinkedIn: Harbor Health maintains a LinkedIn page (<https://www.linkedin.com/company/harbor-health-services>). While consumers use LinkedIn in many different ways for both personal and professional reasons, as a matter of policy:

- a. Harbor Health’s use of LinkedIn is intended as a means to engage employees and job seekers in the mission of the organization and increase awareness of job opportunities.
- b. Using LinkedIn, Harbor Health provides updates on employee achievements and celebrations, community collaborations, and job opportunities.
- c. The account is maintained and monitored by the Human Resources Department
- d. The Human Resources Department reviews and updates the LinkedIn page as much as possible.
- e. LinkedIn is governed by LinkedIn’s separate website policies, including its Privacy Policy (<https://www.linkedin.com/legal/privacy-policy>) and Service Terms (<https://www.linkedin.com/legal/l/service-terms>).

Definitions

N/A

Attachments & Forms

- HHSI Brand Guidelines
- Photography Waiver of Liability
- Personal Story Release Agreement

References

- Mass.Gov Social Media Policy: <https://www.mass.gov/info-details/massgov-social-media-policy>.

Revision Log

Previous Policy:	N/A

Approval

Records of electronic approval are centrally maintained and documented in the policy management database, Compliatric.

Approval Authority:	VP, Marketing & Community Engagement
CEO Approval:	Yes
Board Approval:	No



PALETTE



PMS: 149
Hex: E36F1E
RGB: 227/111/30
CMYK: 7/68/100/0



PMS: 2905
Hex: 8CD2F4
RGB: 140/210/244
CMYK: 41/2/0/0



PMS: Process Cyan
Hex: 00AEEF
RGB: 0/174/255
CMYK: 100/0/0/0



PMS: Reflex Blue
Hex: 0054A4
RGB: 0/84/164
CMYK: 100/73/0/2

FONTS:

Museo Slab / Sans
Gotham (95% condensed)

Other colors: Yellow, f7d417

Brand Personality

Key attributes:

- Welcoming and comfortable (intangible: no one will judge you).
- Open and Friendly.
- Kind and caring.
- Warm and responsive.

Brand Value Proposition

- **All are welcome** - all ages, incomes, languages, backgrounds.
- **Convenient** - local, close to home/ESP in your home, in your community.
- **Trusted support** - to patients and community members in achieving positive health outcomes.

Key Messages

- All are welcome.
- Nothing should stand in the way of your health.
 - ✓ [Can sub out “health” with “smile” for dental, etc.]



Harbor Health Services, Inc. Photography Waiver of Liability

I hereby give my consent to Harbor Health Services, Inc. (hereafter referred to as Harbor Health) to photograph me and use the photograph(s) for informational, educational, promotional, or publicity purposes concerning Harbor Health and its services.

I understand that the photograph(s) may be used on Harbor Health’s website, social media, or in official Harbor Health publications or displays, public newspapers, magazines, reports, or other public documents; or electronic or digital recordings.

I also understand that the photograph(s) may be used without any further consent or authorization from me; Harbor Health may modify the photograph(s) in the process of editing, and I will not be entitled to any compensation for use of the photograph(s).

I also agree to release the Harbor Health its officers, employees, or agents, from any and all liability arising out of or connected to the use of the photograph(s) as stated above.

I have read and understand the foregoing consent, release, and waiver of liability, and voluntarily accept and agree to its terms.

18 Years or Older

Name
(print): _____
Signature: _____
Date: _____

Under 18 Years of Age

Name
(print): _____
Name of Parent/Guardian, if under 18 years of age (print):

Signature: _____
Date: _____



Harbor Health Services, Inc. Personal Story Release Agreement

I hereby give my consent to Harbor Health Services, Inc. (hereafter referred to as Harbor Health) to copy, reproduce, and use all or a portion of the statements (the "Personal Story") for informational, educational, promotional, or publicity purposes concerning Harbor Health and its services (the "Work").

I grant the use of all or a portion of the Personal Story in the Work and any of its derivatives in all forms and media electronic, print and other, including advertising and related promotion throughout the world and in perpetuity. I grant the right to use my name or pseudonym in connection with all uses of the Personal Story and waive the right to review or approve use of my Personal Story as incorporated in the Work.

I release Harbor Health from any claims that may arise regarding the use of the Personal Story including any claims of defamation, invasion of privacy, or infringement of moral rights, rights of publicity or copyright. I acknowledge that I have no ownership rights in the Work.

Harbor Health is not obligated to utilize the rights granted in this Agreement. I have read and understood this agreement and I am over the age of 18. This Agreement expresses the complete understanding of the parties.

18 Years or Older

<p>Name (print): _____ Signature: _____ Date: _____</p>

Under 18 Years of Age

<p>Name (print): _____ Name of Parent/Guardian, if under 18 years of age (print): _____ Signature: _____ Date: _____</p>
