

Health and Public Safety Committee

Karen Bargy

Brenda Ricksgers, Chair

Melissa Zelenak

Minutes December 5, 2018

Members present: Karen Bargy, Brenda Ricksgers, Melissa Zelenak

Members absent:

Others present: Pete Garwood, Mathew Cooke, Ed Boettcher, Patty Niepoth, Sheryl Guy,

1. The meeting was called to order at 2:08 p.m. by Brenda Ricksger

2. Public Comment

None.

3. Communications Effort

Social Media Policy

Melissa Zelenak indicated the Health Department said it was okay for the County to review their handbook for use as a potential template.

The social media policy of the Northwest Michigan Health Department and page two (2) of the Oakland County social media policy were distributed for review (see attached pgs. 4-8). Ms. Zelenak said she thought an internal social media policy could be modeled after the Health Department's social media policy. Karen Bargy said she liked that the Health Department's social media policy applied to Health Department business outside of work hours.

The Committee reviewed the drafted County internal social media policy and made the following recommendations:

- Reference to the Health Insurance Portability and Accountability Act (HIPAA) policy
- Inclusion of language that the social media policy is not meant to unduly limit employees
- Inclusion of language that the County will not ask for employee's social media passwords
- Inclusion of language that posting online may have legal consequences
- Adding venting complaints about employer (#5 in Health Department social media policy)
- Adding use of privacy settings (#6 in Health Department social media policy)
- Change name to Antrim County Social Media Internal Use Policy
- Expand scope to include volunteers and individuals representing the County in an official capacity (County social media policy 4.2)
- Reference external policy to internal policy
- Remove last paragraph of section 4.2, as it is the same as last paragraph of section 3
- Include contact information for who to contact regarding social media; a disclaimer that pages are not monitored 24/7; who is responsible to keep site content up to date (County social media policy 6.0)

- Utilize language from Oakland County social media policy to enhance Antrim County’s (County social media policy 7.0)

Questions raised from the internal social media policy include:

- What are the three basic beliefs? (referenced in County internal social media policy 3.0)
- Who handles inappropriate content? What is the process? (County social media policy 6.0)

Social Media Site Posting External Policy (see attached pg. 9-11)

The Committee reviewed the drafted County social media external policy and made the following recommendations:

- Change name to Antrim County Social Media Public Use Policy
- Include a disclaimer referencing this policy as pop up before leaving County webpage to external social media sites
- Ensuring visible disclaimers on social media pages
- Language that is more clear as to whom this policy applies
- Cross reference with internal social media policy
- In Section 1 2nd paragraph, adding “commenting or posting to the County’s social media pages.”
- Remove Section I, within the title of Section IV
- Ensuring a link is included on social media pages to access this policy
- Reference the State of Michigan’s record retention schedule in County policy
- Put a period after “...Antrim County employees.” Remove the other sentences between that and the next “Antrim County shall preserve...” (County social media external policy Section V)
- Include language that, “Most posting and comments are transient in nature...”

Dissemination of Information to the Public

Ms. Bargy noted that, although RAVE is paid for through the 911 millage, RAVE offers the ability to disseminate information to the public not related to emergencies. If the County can use RAVE in this manner, the County could reimburse some of the costs for RAVE utilization. Mr. Garwood suggested the possibility of inviting the RAVE representative to attend a Board of Commissioners meeting in the future, specifically to discuss the capabilities of RAVE outside of emergency use. The Committee discussed the benefits of additional RAVE services, and who would administer additional services.

Ms. Bargy asked if there were another way to publicize special meetings other than through the County website. Mr. Garwood said that it is difficult to get to special meetings to newspapers. Sheryl Guy, County Clerk, said there used to be an email list, which was used to send agendas to the public who signed up for it. The Committee discussed possible options to help get information out to the public. This will be brought to a future Health and Public Safety agenda (sub topics of Rave, Social Media, Special meetings).

Mr Boettcher said Patty Niepoth, Register of Deeds, **indicated she** hopes any training sessions are held because they are necessary and not held just to do them.

Mr. Boettcher left at 4:55 p.m.

Follow-up: Survey – Training (see attached pg. 12)

Mr. Garwood said Mathew Cooke, Deputy Administrator, worked with Valerie Craft, Information Technology Directory, to create a brief survey regarding the webpage. The Committee reviewed the survey and made the following recommendations:

- Adding a question about what you like most/least about the website (e.g. difficulty finding information)
- Combined questions 2 and 3 to be, “If you are an administrator, do you need additional training or assistance?”
- Remove question 5 and change to “Do you think that you are using BS&A modules to its fullest capabilities?”
- Adding a question regarding BS&A about what do you want it to do, that it currently does not do?
- Adding a question regarding BS&A and what could be improved (e.g. data entry, access, reporting)?

Ms. Zelenak asked to have department heads review the survey. The Committee agreed that this would be beneficial as the department heads use the software most. Mr. Cooke will try to have this to the Committee members by the December 10, 2018 Finance Committee meeting for review.

Communications Flow Chart

Tabled for a future Committee meeting.

4. Various Matters

None.

5. Public Comment

Joanna Thornton, Antrim County resident, said she has been trying to get information on meetings out to the public. She said that print media is dying, which is a reason why people did not know about the facilities master plan event. She suggested that the County utilize Facebook to assist with getting information, particularly meetings, out to the public. She said she was interested in learning more about RAVE, but felt it may be too cumbersome and potentially expensive.

The meeting adjourned at 5:30 p.m.

Examples of illegal or dishonest activities are violations of federal, state or local laws. If an employee has knowledge of or a concern of illegal, dishonest or fraudulent activity, the employee is required to immediately contact the Human Resource Manager or any other department manager (an individual who was not the focus of the concern.)

Employees must exercise sound judgment to avoid baseless allegations. Employees who intentionally file a false report of wrongdoing will be subject to discipline up to and including termination.

Whistleblower protections are provided in two important areas – confidentiality and against retaliation. Insofar as possible, the confidentiality of the whistleblower will be maintained. However, identity may have to be disclosed to conduct a thorough investigation, to comply with the law and to provide accused individuals their legal rights of defense. The Health Department will not retaliate against a whistleblower. This includes, but is not limited to, protection from retaliation in the form of an adverse employment action such as termination, compensation decreases, or poor work assignments and threat of physical harm.

Any whistleblower who believes he/she is being retaliated against must contact the Human Resource manager or a department manager (an individual who is not the focus of the concern.) The right of a whistleblower for protection against retaliation does not include immunity for any personal wrongdoing that is alleged and investigated, nor does it prohibit supervisors from taking action, including disciplinary action, in the usual scope of their duties and based on valid performance related factors.”

9. SOCIAL MEDIA POLICY

The purpose of this policy is to ensure that the Health Department of Northwest Michigan's employees (1) understand their obligations when using social media, such as Facebook, Twitter, Snap Chat, Instagram, YouTube, blogs and any other social media networking sites, and (2) are informed of the importance of managing the risks associated with such use that may impact the reputation of the agency, and/or the confidentiality of its employees and clients, resulting in a breach of the agency's core values, policies, procedures, or HIPAA.

This policy is for the mutual protection of the agency and its employees and is not intended to prevent, discourage, or unduly limit employees' expression of personal opinion or online activities.

This policy covers employee activity on all social networking sites, including, but not limited to, Facebook, Twitter, Snap Chat, Instagram, LinkedIn, YouTube, blogs, and any other internet social networking sites.

The Health Department recognizes that many employees use electronic social media networking sites such as those listed above, and in accordance with Michigan's Internet Privacy Protection Act, the Health Department will not (1) request access to pages of employees' private internet account that are not visible to the public, (2) request passwords to allow access to private pages, or (3) discipline any employee who refuses/fails to provide such access or passwords.

Postings on social media networking sites are permanent and may have legal consequences. Given the potential ramifications to the Health Department and its

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business, it is establishing guidelines for employee use of social media. Employees are required to abide by these guidelines, even outside of work, as a condition of employment.

Based on the policy statement, HDNW staff will adhere to the following -

1. In accordance with HDNW's HIPAA policy, employees are prohibited from posting or discussing confidential client information on any social media sites. Since social media sites are not the proper format for communicating with clients regarding, but not limited to, appointment reminders or follow up visits, employees are prohibited from doing so.
2. Employees must maintain the confidentiality of proprietary information. Proprietary information may include information regarding the development of systems, processes, services, know-how, and technology. Posting internal reports, photos, policies, procedures, or other internal business related, confidential information is prohibited. Additionally, the confidentiality of the private information of HDNW's employees, vendors, suppliers, or other persons associated with HDNW must be maintained.
3. Employees should be respectful and honest in their postings and not post obscenities or make personal attacks that can harm their reputation, the reputation of another, or the reputation of the Health Department.
4. Employees are prohibited from making malicious, untruthful, and/or defamatory comments about
 - a. Health Department Northwest Michigan's operations or services
 - b. current and former employees
 - c. persons associated with the Health Department
 - d. clients
 - e. customers
 - f. vendors or suppliers
5. Social media sites are not the proper forum for venting complaints about the Health Department in order to accomplish positive change. All employees who have complaints or suggestions related to their employment are encouraged to communicate directly with their supervisor or Human Resources.
6. While such settings are not fool proof, employees should use privacy settings, when appropriate, to prevent personal information from becoming public. Also, employees should be aware that anonymous postings do not necessarily remain anonymous.
7. Employees who discover malicious, untruthful, and/or defamatory information posted about the Health Department or its employees, operations, or services are required to report the posting to management, and are prohibited from posting a response to the comments.
8. Employees are required to avoid copyright and trademark infringements, and never use any images, branding materials, or trademarks without permission of the owner. It also prohibits the use of the Health Department's logo or other branding information.
9. Employees are prohibited from using social media while on working time, unless the employee's job duties specifically require the use of social media platforms.

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10. Employees who post commentary that may be viewed as an official statement by the Health Department must include the following disclaimer:
"The views and opinions expressed are my own and do not necessarily reflect the views of the Health Department of Northwest Michigan."

Employees will be held personally accountable for their posts. Violations of this policy may result in disciplinary action, up to, and including, termination, and may result in legal action, if appropriate. This policy is not intended and does not infringe on employees' rights under Section 7 of the National Labor Relations Act.



10. COMPUTER USE/INFORMATION SYSTEMS

Because of the changing nature of computers, software and information systems in general, Personnel Policy Supplements will be issued regarding these items. In addition to compliance with applicable Personnel Policy Supplements, employees will use these resources in a professional, ethical and lawful manner.

- a. Employees are given access to computer resources to assist them in the performance of their jobs. The computer, telecommunications system, data files, and software development belong to the Health Department and may only be used for authorized Health Department business unless written authorization is obtained for limited personal use. Division Directors may approve personal use of the computer resources by employees, but only during non-business hours.
- b. Accessing the Internet. Employees may only access the Internet through an approved Internet firewall.
- c. While using Health Department computers, employees may not use them in a way which violates the Health Department's Personnel Policies.
- d. No messages with derogatory or inflammatory remarks about an individual or group's race, religion, national origin, physical attributes, or sexual preference will be transmitted.
- e. Without limiting the Health Department's computer resources policy, examples of prohibited activities include:
 - Intentionally seeking information on, obtaining copies of, or modifying files, other data, or passwords belonging to other users without consent.
 - Making misrepresentation in regard to the Health Department or yourself on the Internet.
 - Disrupting the operation of the computer system or Internet through abuse of the hardware or software.
 - Interfering with others' use of the Network.
 - Illegal installation or use of copyrighted software.
 - Downloading, copying, or use of free, licensed or copyrighted software without prior authorization of the IT Department.
 - Altering of system software.
 - Placement of unauthorized information, computer viruses or harmful programs on or through the computer system in either public or private files or messages.
 - The use of the Health Department's computer resources for commercial or personal advertisements, solicitations, promotions, destructive programs, political material, or any unauthorized use.

Be Aware of Legal Considerations

In order to avoid liability for yourself and the County, do not make comments that:

- 1) discriminate on the basis of race, creed, color, age, religion, sex, marital status, sexual orientation, national origin, weight, height or genetic information;
- 2) are sexual in nature;
- 3) compromise the safety or security of the County or individuals;
- 4) support or oppose a political candidate or ballot measure;
- 5) promote illegal activity;
- 6) violate another party's copyright, trademark or other protected property;
- 7) are obscene or profane.

Use good judgment when providing personal information and be aware of legal requirements and County/Department policies protecting a person's right to privacy. (e.g., HIPAA -- the Health Insurance Portability and Accountability Act protects a person's health information.) Ask for permission before posting someone's image, information, or intellectual property. Do not post information about employees, citizens, vendors, patients or clients being served by the County without first obtaining their written consent.

Retain posts

Because social media sites are not government sites, they do not follow the State of Michigan Record Retention Laws and Policies for Local Government. But social media conducted on behalf of the County is subject to these laws and policies and to the Michigan Freedom of Information Act. You must follow the State's record retention laws and policies¹.

¹ More information about them can be found at the State of Michigan Department of Technology, Management and Budget website. http://www.michigan.gov/dmb/0,4568,7-150-9141_21738-96210--,00.html

Under the State's record retention rules, many of the items and documents you might post, such as notices of special events or holidays, and copies of documents already kept in your department do not need to be saved permanently. You must save a copy of these materials only until the event has passed, the case is closed, the project is completed, or the information has served its useful purpose. Most tweets and posts fall into this category because of their transient and temporary nature and because they do not perform a governmental function or create a County policy. However, you must also be prepared to respond to Freedom of Information Act requests or to produce documents and materials in a lawsuit. If you post something that is the only record of a County operation or is the only record that a County function has been performed, you must keep a copy.

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Social Media Community Guidelines

The state of Michigan engages with the public through many digital outlets. We do this to provide information of statewide interest to state residents, the business community, visitors to our great state, and other members of the general public. We encourage you to engage with the state through these digital outlets, especially through official state of Michigan social media pages. Please feel free to submit comments and questions for a specific agency, or even for Michigan government as a whole, regarding topics posted on official state of Michigan social media platforms. Please also feel free to share the information that the state of Michigan posts on our digital outlets with your friends and family.

*** If you decide to submit comments or questions on official state of Michigan social media sites, we will do our best to respond to you as soon as we can. However, as you can imagine, the state of Michigan receives a lot of correspondence – via social media and otherwise – so responses should only be expected during regular state of Michigan business hours, and it may take some time to get back to you.

When engaging with the state through social media you agree to the following state of Michigan Social Media Customer Use Policy.

Response Time

SOM Social Media Customer Use Policy

*** When engaging with the state of Michigan on social media you are subject to the Terms of Service (TOS) of the host site. The state of Michigan encourages anyone interested in sending comments or questions to the state via social media to review host site TOS prior to engaging with the state on specific social media sites. Please make sure that you fully understand your rights before posting.

*** If you decide to comment or ask questions on social media, please keep in mind that the state of Michigan uses social media to engage with all members of the public. Thus, the state will moderate discussions on social media to ensure that everyone who

Antrim County

Social Media Site Posting External Policy

Adopted:

I. Background

Antrim County encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of the **County's mission**. By openly sharing knowledge, best practices, and lessons learned, we can provide more effective solutions, and enhance efficiencies within the business of government. The County's social media pages which may include, but are not limited to Facebook, Twitter, Instagram, LinkedIn, and YouTube are intended to serve as another way in which our community can connect and learn about County services, events, and activities. Just like public meetings and the many other ways we engage one another, our social media pages are intended for our community to foster a dialog regarding topics that pertain to County business, and to have constructive discussions.

This policy is a guideline and terms of service for using the site for anyone commenting to the County's social media pages.

As technology evolves, this policy will evolve; but in general terms, the use of social media technology follows the same standards of professional practice and conduct associated with everything else we do.

II. Purpose

The purpose of this policy is to provide guidelines to the general public when commenting on Antrim County's social media pages.

III. Definition

For the purpose of this policy, social media refers to venues that integrate technology, community, and the sharing of words, pictures, videos and audio. This may include, but is not limited to:

- Multimedia and social networking sites such as Facebook, Twitter, Flickr, Tumblr, Reddit, Instagram, Snapchat and YouTube;
- Social networking sites with an emphasis on professional exchange of information and development of business, such as LinkedIn;
- Blogs, microblogs, wikis, message boards, comment sections, social bookmarking websites and other community-based sites or collaboration tools;
- Social commerce postings, product and/or experience reviews such as Amazon, Facebook groups and Craigslist; and
- Other sites where information (text, images, video, sound or other files) can be uploaded or posted).

IV. Section I General Public Use Policy

When engaging with the County through social media you agree to the following General Public Use Policy.

Comments noting the positives about Antrim County are always welcome, but so too are constructive criticisms. The County actively monitors its social media pages and takes your input seriously; so we encourage everyone to be respectful and thoughtful in their comments.

We understand that social media is a 24/7 medium; however, our monitoring capabilities are not. We may not see every inappropriate comment right away, so we must rely on the maturity of our community to ignore personal attacks and negative speech or respond politely. A posted comment (which could be in the form of text, image, video or hyperlink) is the personal opinion of the original author – not of Antrim County – and publication of a comment does not imply endorsement or agreement by Antrim County.

You are fully responsible for everything you submit in your comments, so please remember that all posted comments are in the public domain. Comments may be retained by Antrim County and may be subject to disclosure, if requested under the Freedom of Information Act. Antrim County will not edit but reserves the right to delete comments that are deemed to violate the following criteria:

- a. Comments not related to County business or not related to the original posted social medium content being commented upon;
- b. Comments in support of, or in opposition to, political campaigns, candidates, political parties or a stance on ballot proposals;
- c. Personal attacks on individuals or groups that contains offensive content or language which target racial, ethnic, or religious groups, gender, sexual orientation or disability status;
- d. Violent, sexual, racist, discriminatory, obscene, or profane language or content;
- e. Comments that physically threaten any person or organization;
- f. Comments that contain random or unintelligible text;
- g. Information that may compromise the safety or security of the public or public systems;
- h. Copyrighted material or other content that violates the legal ownership interest of another party;
- i. Commercial advertisements for products or services;
- j. Comments that suggest or encourage illegal activity;
- k. Multiple, off topic posts or repetitive posts that are copied and pasted;
- l. Anonymous postings, or multiple postings by the same user or individual using a fictitious or different name;
- m. Posted content that contains personal information, including, but not limited to, identification numbers, phone numbers, email addresses, or information that is confidential by law or regulation.

Antrim County reserves the right to ban and/or block users who violate the above policy and guidelines.

Social media content posts may include content or hypertext links to information created and maintained by public or private sources. When viewing content or a link outside Antrim County's social media page, users are subject to security and privacy policies of the host website. Antrim County is not responsible for, and cannot control, the content on third party sites. Antrim County does not control nor guarantee the accuracy or completeness of information contained in external content or hypertext links linking to or from third party websites, and such content, links, and websites are not intended to reflect the opinion or position of Antrim County.

Antrim County shall post the content of Section IV in a prominent location on the County's official website and/or its social media pages. Placing a link on a social media page linking to the County's official website meets the requirements of this section.

V. Records Retention

Social media sites contain communications sent to or received by Antrim County and its employees, and such communications are therefore public records subject to the Freedom of Information Act. These retention requirements apply regardless of the form of the record (i.e. digital text, photos, audio and video). Antrim County shall preserve records pursuant to the extent required by law.

County Website and BS&A Training Survey

The purpose of this survey is to further examine potential training opportunities for the county website.

1. Please identify your grouping.

Mark only one oval.

- Elected Official/Department Head
- Staff

2. Are you currently a web page editor?

Mark only one oval.

- Yes
- No
- Other: _____

3. Have you contacted the IT Department or the Administration Office for training or assistance with editing web pages?

Mark only one oval.

- Yes
- No
- Other: _____

4. Regarding the County website, what would you most like to learn?

5. Which BS&A applications do you use the most?

Check all that apply.

- Accounts Payable
- Assessing
- General Ledger
- Purchase Order
- Timesheets

6. Regarding BS&A, what would you most like to learn?
