

NJACCHO Social Media Updating Policy

The primary contact to complete updates to the NJACCHO.org website will be the Executive Assistant or Presidential designee. Where necessary, the website host will be contacted to assist with updates, within the allotted time per the contract. Should a need arise outside of the allotted time, approval for any additional time, and subsequent expense, must be obtained from the Marketing Committee before making requests to the website host.

Organization Updates:

Updates to Officer Information (e.g. – Pictures and/or Bios) can be made at the discretion of the Executive Assistant or Presidential designee, based on Executive Committee requests and/or when Officers and Committee Members change.

Job Postings:

The goal is to assist Local Public Health departments, state agencies and other approved public health partners, in recruiting the best candidates for vacant positions. Additionally, these updates should benefit the NJACCHO membership in potentially obtaining new positions. Job openings will be posted to the Employment page for 30 days, unless a longer timeframe has been requested.

Job postings for organizations that are current Members of NJACCHO will also be posted upon request.

Requests for job postings outside of Public Health Departments will be forwarded to the Marketing Committee to determine if they are appropriate for the NJACCHO site.

Website General Content:

Several areas of the website will likely change on a regular basis, including:

- What's Happening
- News and Events
- Resources
- Contact Resources
- Membership Applications
- Newsletter

Changes to website links and/or updating items like Membership Applications can be executed by the Executive Assistant or Presidential designee without formal Executive Board approval. News and Events related to NJACCHO activities and programs, including pictures, can be posted at the discretion of the Executive Assistant, Presidential designee, the Program Committee Chair, or as directed by President. Other organizations looking to highlight their efforts on the News and Events page must formally submit the information they wish to have included on this page. The Marketing Committee will determine if the information should be posted. Full stories for the current calendar year will be posted in their entirety, while older stories will be saved and archived at the bottom of the page.

Changes to existing resources and/or the addition of new content or pictures must be approved by the Marketing Committee prior to being posted on the website. Formal requests for NJACCHO to create

content for the NJACCHO website related to a certain organization, topic area or activity must be made to the Executive Board.

Other Media Updates:

Members Only Site:

As a new web host has been acquired, the “members only site” is still being created. Once set up, designated users, including the Executive Assistant and select members of the Marketing Committee and Executive Board, will be made administrators of the site. Responsibilities will include: posting organizational information, reviewing posts made by NJACCHO membership, and where necessary removing inappropriate content. Postings to the members only site should abide by the Email Etiquette Guidelines (below). Inappropriate content may include, but not limited to: posting offensive photos or language, utilizing main forums for personal correspondence, posting links and/or content that is not suitable or relevant to NJACCHO business. Other items may be deemed inappropriate and be removed at the digression of the Marketing Committee and/or the President.

Email Etiquette Guidelines for NJACCHO Members Only Intranet

PURPOSE: To avoid personal or professional embarrassment and potential legal hassles and to foster a user friendly, informative e-mail group for public health professionals.

1. Know Your Audience
2. Be Concise And To The Point
3. Read And Proofread The Email Before You Send It
 - a. Thoroughly review your message before sending. Does it say what you mean? Would you read aloud to your governing body, a reporter, or your mother? Maybe you should sleep on it before sending and review tomorrow for content and tone.
4. Carefully Check The “To:” Line Before Sending Email
 - a. It is best to type in the address instead of hitting “reply”
5. Avoid “Reply To All”
6. Identify Yourself
7. Use Subject Entries
8. Avoid Capital Letters
9. Do Not Attach Unnecessary Files
10. Be Aware Of Differences Across Email Systems
 - a. Many systems will not support special characters such as bold, underline
11. Remember That Email Messages Are Public Records
 - a. Do not put anything in an email you do not want to become public knowledge
12. Remember That A Large Audience Will See Your Emails On The E-Group
13. Be Careful With Use Of Humor And Sarcasm
 - a. The reader may not understand your intention
14. Avoid Sending Emails As An Emotional Response. Discuss These Issues In Person Or Over The Phone.
15. Respect The Privacy Of Others
16. Do Not Over-Distribute Emails
17. Avoid Replies To Replies
18. Only Post Messages That Are Relevant
19. Avoid Or Apologize For Cross-Posting

- a. When sending a message to multiple lists, especially if closely related, apologize for cross-posting
20. Do Not Use Auto-Reply Feature
21. Do Not Provide Confidential Information By Email
22. Do Not Send Insulting, Disparaging, Degrading, Or Demeaning Comments
23. Do Not Send Emails That Include Jokes, Cartoons, Sex, Race, Or Religion
24. Be Aware of Copyright Restrictions
25. Check the "To:" Line and Proofread Your Email

Social Media:

Currently, NJACCHO has an active Facebook and Public Health TV (MDTV) account. The Executive Assistant is the administrator of the Facebook account and can make changes and updates as requested by the Executive Board and/or Marketing Committee to support the organization. Peter Correale is the primary contact for MDTV. As the videos available through MDTV support the mission of NJACCHO and many other Local Public Health Departments, this player can be made available for websites of Active NJACCHO members.

Other social media accounts, including but not limited to Twitter, will likely be created in the future. At least one individual will be designated as the administrator of each account, who will be the primary contact for updates, changes and removal of inappropriate content. Inappropriate content may include, but not be limited to: posting offensive photos or language, utilizing main forums for personal correspondence, posting links and/or content that is not suitable or relevant to NJACCHO business. Other items may be deemed inappropriate and be removed at the discretion of the Marketing Committee and/or the President.

Policies for Social Media outlets will be updated as new formats are acquired.