



Central Florida HIV Planning Council		
Bylaws References: Article IV. Section 4.9 Article VI. Section 6.1.4 Article VII. Section 7.2.4		
Policy/Procedure: CFHPC-POLICY-		
Title:	CFHPC Website and Social Media Policy	Effective: 06/27/2018 Revised: 12/11/18, 1/30/19

Purpose: To establish guidelines for website content and maintenance and for use of social media by and on behalf of the Planning Council.

Policy: The Planning Council shall maintain an up-to-date website and Facebook page and use them and other social media for outreach, recruitment, and public access to information about its work. Planning Council members are expected to follow stated procedures regarding use of social media to ensure that posted information is accurate and appropriate.

- Procedures:**
1. The Planning Council website shall be used to support compliance with Florida’s Sunshine Law with regard to notice of meetings, and all use of social media shall comply with the Sunshine Law.
 2. The Planning Council Support (PCS) Office shall establish and maintain the Planning Council’s website:
 - a. The Planning Council website shall be separate from but linked to the Orange County, Florida website.
 - b. The PCS Office shall be responsible for maintaining the content quality, security, and safety of the website.
 - c. The website shall provide current information about the Planning Council’s membership, committees, meetings, and other activities; major products such as care standards and the integrated plan; and other planning documents.
 - d. A monthly calendar of meetings and other Planning Council events shall be posted on the website.

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- e. The website shall include information about requirements and application procedures for becoming a Planning Council member or committee member, as well as other opportunities for community involvement in Planning Council activities, as well as an application form.
 - f. Minutes from Planning Council, committee, and community meeting/caucus meetings shall be posted on the website within 10 business days following their approval.
 - g. The website shall include an updated listing of HIV service providers within the five-county service area, for use by individuals who are seeking testing or care.
 - h. The PR and Marketing Committee shall work with the PCS Office to identify materials for posting on the website, including but not limited to information about HIV-related events and activities, membership needs, and opportunities for public input and engagement.
 - i. The PCS Office shall post materials as directed by the Chair of the PR and Marketing Committee, the Senior Co-Chair, or as approved by the Planning Council or Executive Committee.
 - j. All types of paid advertising are forbidden.
 - k. The website shall contain a disclaimer indicating that the website is not a part of the Orange County website, the materials on the website and any linked social media have not been approved by and do not represent the views of Orange County, and the County takes no responsibility for their content or accuracy.
3. The PCS Office shall work with the PR and Marketing Committee to ensure that the Planning Council's Facebook page is maintained and up-to-date:
- a. The Facebook page shall be used as a primary means of informing the community about Planning Council and HIV-related activities and events.
 - b. The PR and Marketing Committee shall include in its regular agenda a time for discussing and approving content for the Facebook page.
 - c. The PR and Marketing Committee Chair shall have authority to work with the PCS Office to prepare information for the Facebook page. when there is not time for such information to be reviewed by the Committee; content must be approved by the Senior Co-Chair.
4. The Planning Council shall make use of other social media to publicize its activities and accomplishments:
- a. Social media are defined as media that allow users to collaborate and share information with a network of other users or the community as a whole.

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- b. The Planning Council's presences on social media sites are considered an extension of the Planning Council's website and Facebook page and are subject to all related Policies and Procedures.
 - c. The PR and Marketing Committee shall develop and implement a Social Media Plan, with budget, to guide these efforts.
 - d. Materials representing the Planning Council shall be posted only with the prior approval of the PR and Marketing Committee, Planning Council, or PR and Marketing Committee Chair or Senior Co-Chair, unless specified as a preapproved reliable and legitimate source by the PR and Marketing Committee for PCS Office to repost.
5. The website and all social media accounts shall have the Planning Council's address and PCS Office contact information prominently displayed:
 - a. The website shall include links to the RWHAP Part A and Part B programs via their websites.
 - b. Social media sites/accounts shall be cross-linked to the website and to each other.
6. The Planning Council is committed to ensuring that its website is accessible to people with disabilities:
 - a. All the pages on the website shall meet W3C WAI's Web Content Accessibility Guidelines 2.0, Level AA conformance.
7. The website and all social media sites/accounts shall be regularly updated and monitored:
 - a. The PR and Marketing Committee shall work with the PCS Office to establish and maintain a process for updating content.
 - b. The PR and Marketing Committee shall work with the PCS Office to establish responsibilities and procedures for monitoring comments and other external postings to the Facebook page and other social media sites/accounts.
 - c. The PCS Office shall ensure timely responses to postings and prompt removal of inappropriate content, including any comments or online conversations that are inconsistent with the Planning Council's mission or values, violate its Rules of Conduct, include graphic content or profane language or content, conduct or encourage illegal activity, or include inaccurate information about HIV or its treatment.
8. Only designated members shall post materials to the Planning Council page or make statements on social media as representatives of the Planning Council:

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- a. The Senior Co-Chair is permitted to make statements on social media as a representative of the Planning Council.
 - b. Prevention and Patient Care Consumer Representatives shall represent the Planning Body in the community and have the option to self-disclose their status to the public at large via social media.
 - c. Other members shall not speak or act for the Planning Council without proper authorization from the Executive Committee or Planning Council body.
9. Individual Planning Council and committee members may use their own social media resources (e.g., Facebook pages, Twitter account, Instagram) to describe their personal involvement in Planning Council HIV-related activities:
- a. Appropriate use of personal social media by members to highlight their participation can benefit the Planning Council.
 - b. Members play an important role in spreading the word about their involvement with the Planning Council.
 - c. Members have the ability to encourage community involvement and solicit feedback.
 - d. Members shall not use social media in a way that is detrimental to the mission and values of the Council or violates its Rules of Conduct:
 - 1) Members shall not use social media to state their opposition to decisions made by the Planning Council.
 - 2) Members shall not disclose confidential information via social media.
 - 4) Pictures taken at Planning Council events may be posted only if everyone shown has indicated approval for the photograph to be taken and shared.
 - 5) Other Planning Council members shall be identified by name in social media postings only with their prior permission.
 - 6) Postings shall not provide information about anyone else's HIV status.
10. No materials posted on the Planning Council's website or Facebook page, or any other Planning Council social media account may express a position on legislation or on proposed administrative actions by federal, state, or local government:
- a. As a federally funded body, the Planning Council may not engage in any form of legislative or administrative "lobbying" through any mechanism, including social media.
 - b. Individual Planning Council and committee members are permitted to take advocacy positions, but must not identify these positions with

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their roles as Planning Council members; if there is any chance of confusion, it must be explicitly stated that this position is being taken by the member as an individual, not in the name of the Planning Council.

11. A Planning Council member who fails to follow these procedures with regard to use of social media shall be subject to disciplinary action:
 - a. If a Planning Council member's action violates a Rule of Conduct, then the disciplinary action shall be as stated for that rule elsewhere in the Policies and Procedures.
 - b. Other violations shall be addressed by the Executive Committee using the same process as for violation of a Rule of Conduct.

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