

TCHD Social Media External User Policy



Public Health
Prevent. Promote. Protect.

**Tuscarawas County
Health Department**

Applicability	All Staff
Contact Person/Division	Jennifer Demuth, Director of Health Promotion & Community Relations, Administrative Services
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Purpose

The purpose of the Tuscarawas County Health Department's (TCHD) External Social Media Policy is to build communication and trust with the community and encourage participation through comments and feedback.

Goals

TCHD aims to effectively use social media accounts to accomplish the following:

- Provide information,
- Support community engagement and outreach,
- Assure broad community awareness of TCHD and its services/events,
- Support promotional campaigns that advance public health,
- & Share education about public health recommendations for safety and health.

Social Media Engagement Guidelines

TCHD's social media channels aim to provide the community with information and public health best practices to promote a sustainable environment, healthier families, and thriving communities.

TCHD welcomes thoughts and opinions on social media pages, but it is encouraged to express them respectfully. All links shared in the comments of TCHD's social media pages will undergo review and may be subject to being hidden or removed.

TCHD content and comments containing any of the following forms of information should not be allowed for posting on TCHD social media sites. Content or comments of this nature found on TCHD social media sites may be removed from those sites. Repeated violations of TCHD's comment policy may result in the user being blocked from TCHD's social media accounts.

Hate speech, profanity, obscenity, or vulgarity

- Nudity in images
- Defamatory remarks, personal attacks, threats, or violence towards individuals or TCHD employees
- Content intended to sexually harass others
- Content that encourages or promotes illegal activity

- Spam comments, including repeated posting of the same or similar comments
- Disclosure of protected health information
- Promotion of events, groups, pages, websites, organizations, or programs not related to or affiliated with TCHD
- Content that violates intellectual property interests of any third party (i.e. copyright or trademark infringement)
- Promotion of any type of product sale
- Other comments deemed inappropriate by the Health Commissioner and/or Bureau of Promotion and Community Relations

Retention

By submitting content to TCHD's social media account, the content becomes public information. Please understand that other users may utilize posted information beyond TCHD's control.

Individuals are advised to refrain from posting on TCHD's social media platforms if they do not wish to have their information used, published, copied, or reprinted.

Disclaimers

- Our social media communities are moderated, and all comments are reviewed regularly. Please note that TCHD is typically unable to respond to inquiries via social media outside of regular business days (Monday-Friday, closed on holidays.)
- Please be aware that information shared on TCHD's social media platforms is not personal medical advice and should not replace consultation with a healthcare professional.
- Links to external websites provided on TCHD's social media sites are offered as a service, but their inclusion does not signify endorsement by TCHD. TCHD is not responsible for the content of external websites.
- Content shared by the public on TCHD social media pages **cannot** substitute for fulfilling statutory, administrative, or other obligations to provide required information to TCHD.
- The appearance of external links, advertisements, third-party activity, retweets, shares, likes, and follows, on and via TCHD social media sites, does not constitute official endorsement by or the opinions of TCHD.



- The content of social media forums, including your comments, photos, and videos may be retained as public record.
- Solicitations/advertisements are not allowed and will be removed or hidden from TCHD social media sites.
- TCHD bears no responsibility for the loss of sensitive personal identification information voluntarily provided and posted by the public on TCHD social media platforms. It is the individual's responsibility to safeguard his/her sensitive information by avoiding posting such details on social media platforms intended for public viewing.

Emergency Postings

If you have an emergency, please telephone 9-1-1. Please do not use social media platforms to report an emergency or issues regarding immediate attention.

Questions about TCHD's External Social Media Policy should be submitted to director@tchdnow.org.

Revision and Review History

Revision Date	Author	Notes
12/17/2025	Jennifer Demuth	Document Created
12/17/2025	Board of Health	Document Adopted