

LAKE COUNTY BOARD OF DD/DEEPWOOD

BOARD POLICY

Reviewed and Adopted by the Board:

Date: February 22, 2021

Signature on File

Elfriede Roman, Superintendent

I. SUBJECT: MEDIA RELATIONS AND CONTACT

II. PURPOSE:

To outline the policy for handling and soliciting media coverage for agency events, and to specify a procedure for contact with media sources.

III. REFERENCES:

Ohio Revised Code 5126.05 Powers and Duties of County Board

Ohio Revised Code 5126.02 County Boards of DD

LCBDD/DEEPWOOD A-7, Community Use of Facilities

LCBDD/DEEPWOOD A-42 Special Events

LCBDD/DEEPWOOD E-14 Fundraising

IV. DEFINITIONS:

A. Social Network:

Any publicly accessible site where open communication is common. i.e. Facebook, Twitter, LinkedIn, Indeed, Instagram and YouTube. Also included in this is any public or private email system. Blogs, web forums and chat rooms are also considered "public".

B. Publish:

The posting of information or pictures of the individuals that the board serves on any location accessible by the general public. The representation of the Agency in any form.

C. Transmission of Data

All data that is composed and transmitted with information about any of our individuals without proper consent is deemed illegal and is a direct breach in policy of the agency.

D. Proper Consent:

A legal document (Agency Information Release form) signed by the appropriate person whether it be the individual, a legal guardian or legal parent stating explicitly the means specified in that consent, for the information identified in the consent.

V. POLICY:

- A. Media Contact:** Any and all contact with media promoting a fundraising activity, or scheduled Agency event must be coordinated with the Board's Director of Public Relations.
- (1) Each month the Marketing Manager will compile a schedule of events with suggestions for press releases and submit it to the Superintendent or designee for review.
 - (2) Once approved by the Superintendent or designee, the Marketing Manager will develop the press release(s) to be sent to media after obtaining the Superintendent or designee approval.
 - (3) If a media outlet responds to a press release, the Marketing Manager will coordinate with the Program Director for the event. Marketing manager is responsible to schedule the media at the event, ensure photo consents are in place and provide approved quotes to the media.
- B. Media Inquiries:** All inquiries from media requesting information regarding Agency events and fundraisers should be addressed in conjunction with the Director of Public Relations.
- (1) All inquiries from the media regarding a crisis, financial or labor relations issues shall be referred to the Board's Director of Legal and Administrative Services.
 - (2) All other inquiries from the media shall be referred to the Superintendent.
 - (3) No manager or staff shall respond directly to media inquiries, other than following the above steps, unless so directed by the Superintendent.
- C. Social Networking:** The Director of Public Relations and Marketing Manager will manage all agency social media sites. They will monitor comments, messages and posts to ensure all laws, and Agency policy and procedures are enforced.
- (1) Photos, videos and information for social media will flow through the department directors or designee to the Marketing Manager.
 - (2) Department Directors or designee will verify photo consents prior to submitting photos to Marketing Manager.
 - (3) Unless directed otherwise, in writing, employees may not post or publish information about the individuals served by the Agency without a properly executed release of information form from the individual, his/her parent or guardian. This includes images of individuals, information about the lives, activities, moods, diagnosis and habits of the individuals.
 - (4) Employees may not post or publish information about the Agency or its employees that are false, in violation of law or in violation of Agency Policy or Procedure. Employees are directed to seek the express consent of the superintendent for all other Agency information published as directed in this policy.
 - (5) Employees may not use work time to blog, tweet, and email or otherwise engage in communications that are unrelated to their job duties.
 - (6) Employees are representatives of the agency and commenting in a public forum reflects on the agency.
 - (7) Employees of the Lake County Board of DD/Deepwood cannot comment about services provided to individuals without a properly executed release of information

form from the individual, his/her parent or guardian. Additionally, confirming a working relationship with an individual, as an employee of the Agency, on any public forum violates HIPAA regulations.

VI. DISTRIBUTION:

All Board Members
All Management Staff
All Staff (via Department Managers)
LEADD President

VII. REVIEWED:

2/21,2/19, 2/18, 2/16, 2/15, 2/14, 2/10, 11/07, 09/05, 08/03