

200-20 SOCIAL MEDIA

PURPOSE

To provide local California Home Visiting Program (CHVP) sites with requirements and guidelines for use of social media, including Facebook, Twitter, blogs and websites.

POLICY

Except in accordance with the procedure below, the local CHVP sites reaching out to the community through social media must not reference CHVP, Maternal Child and Adolescent Health (MCAH), or California Department of Public Health (CDPH), or use the CHVP, MCAH or CDPH logos.

The local CHVP sites are responsible for the content of their own pages. CHVP reserves the right to require removal of any content or posts that CHVP deems inappropriate.

PROCEDURE

- I. The local CHVP site's social media page must include a funding statement and overview of CHVP's purpose. When a social media website has an "About" section in a Maternal, Infant, and Early Childhood Home Visiting(MIECHV) - funded or blended-funding home visiting page, the following language is required:
 - A. *This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number and title for grant amount (specify grant number, title, total award amount and percentage financed with nongovernmental sources). This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government; and*
 - B. *CHVP matches families with trained professionals who provide parenting information, resources and support during pregnancy and throughout a child's first critical years. This early-intervention program helps vulnerable families get off to a solid start, helping ensure the emotional, physical and developmental care of California's children. Home visiting services have proven to have a positive impact on families, providing measurable and long-term benefits for children's development.*

GUIDELINES

- I. Communicate honestly, professionally and respectfully.
- II. Do not discuss politics, legal matters or any personal information.
- III. Do not disclose any confidential information, including any information about home visiting participants.
- IV. Do not personally friend on Facebook or tweet enrolled participants.

REFERENCES

HRSA SF-424 Application Guide, Updated August 10, 2015