



## Web Blast Policy

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### Policy

It is the policy of the Department of Behavioral Health (DBH) for Public Relations and Outreach (PRO) to review, approve and send all department web blasts. Exceptions to this include web blast requests that meet the following criteria:

- Message deemed urgent by Director or Assistant Director;
- Message in relation to a disaster/emergency or facilities hazard (e.g., building flood, electrical, local fire, emergency response, threats to employee safety, etc.), or
- IT Security – Suspicious Email, or other IT related Announcements.

### Purpose

To provide clear instruction and time frames that adhere to Department and County guidelines to ensure issued web blasts are:

- Necessary,
- Appropriate for the intended audience,
- Grammatically correct, understandable and
- Culturally competent.

### Definition(s)

**Marketing Materials:** Publications, print or digital, intended for internal and/or external audiences for the purpose of promoting an event, service, training, employment opportunity or call to action.

**Requester:** Person or program requesting a web blast.

**Web Blast:** E-mail notification sent to DBH employees and contract providers (when applicable)

**PRO Web Blast Calendar:** An internally public yearly calendar developed by the PRO team to clearly identify due dates for program information and publication dates for web blast, website updates, and any other pertinent program information.

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## Web Blast Policy, Continued

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### Web Blast Content

#### **Appropriate web-blast content:**

Web blasts are intended to communicate important information regarding DBH services, events, outreach, policies/procedures or regulatory guidance. Draft web blasts and requests must be submitted through the Public Relations and Outreach Internet website utilizing the PRO Web Blast Calendar, and Web Blast Procedure (BOP3045). Drafts should be brief, self-explanatory, clear and concise.

Examples of appropriate web blast submissions include, but not limited to, the below:

- Announcements of new or revised policies, procedures, forms, manuals, guidelines and Information/Interim Instruction Notices;
- Announcements of disruptions or changes in services (i.e., myAvatar, EMACS, DBH Network etc.);
- Announcements from DBH Executive Leadership to workforce members;
- Announcements of trainings, workshops and community events;
- Important meeting announcements (i.e., Behavioral Health Commission Meeting);
- Workforce reminders regarding DBH policies, procedures or guidelines (e.g., "Did You Know");
- Announcements regarding workforce protocols and standards;
- Alerts to DBH staff regarding situations related to health or safety risks and/or incidents.

#### **Inappropriate web-blast content:**

PRO does not distribute the following types of web-blasts to DBH workforce members or contract providers:

- Any web blast for the purpose of distributing materials, promoting causes or beliefs, soliciting membership, support for or donations to any organization; or group. This includes but is not limited to, commercial, political, charitable or ideological context unless officially mandated by DBH or County;
- Public debate or personal opinion;
- Advertisements, announcements or promotions for outside organizations or non-DBH-related events or interests;
- Lost or found item communications;
- Fundraisers, raffles, contests or other related items not designated by DBH.

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## Web Blast Policy, Continued

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**Confidentiality** Web-blasts will, **under no circumstances**, include client protected health information (PHI).

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**Prohibited Uses** Per DBH Electronic Mail Policy (IT5005), the county e-mail system may not be used to announce, advertise or otherwise promulgate any event, cause, organization or activity that is not an official San Bernardino County or DBH function or program. The DBH Public Relations and Community Outreach Coordinator shall only approve use of the e-mail system to promulgate a legitimate, countywide or department wide event.

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**Violations** Any DBH workforce member who circumvents the web blast approval process and sends a mass e-mail message when not authorized to do so is in violation of the DBH Electronic Mail Policy (IT5005) and may result in disciplinary action up to and including termination.

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**Related Policy or Procedure** [DBH Standard Practice Manual:](#)

- Public Information and Media Release Policy (BOP3007)
- Guidelines for Promotional, Educational and/or Informational Materials (BOP3031)
- Computer and Network Appropriate Use Policy (IT5004)
- Electronic Mail Policy (IT5005)

[San Bernardino County Policy Manual:](#)

- 09-01: Electronic Mail (E-mail) Policy
- 09-02: Electronic Mail (E-mail) Retention and Destruction Policy
- 09-04: Internet/Intranet Use Policy

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**Reference(s)** County Brand Style Book