
Purpose

To address the fast changing landscape of the Internet, WIC local agencies (LA) may utilize social media formats to communicate with WIC clients and reach a broader audience of potential WIC participants. Social media can also be used to exchange ideas with other health professionals. The WIC State Agency encourages the use of social media where appropriate, to further the goals of the WIC program.

Defining Social Media

1. Social media is simply a conversation between people. Social media sites change rapidly and can include Facebook, Twitter, My Space, LinkedIn, blogs and many others.
 2. Social media is popular because it allows people to interact with one another quickly and easily.
 3. Social media is a good way to communicate with an entire group at one time.
 4. A posting shall mean any information, comment, link, video, photo or graphic art.
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Posting Guidelines

1. Social media sites or services are considered an extension of the LA. LA is responsible for complying with applicable federal, state and county laws, regulations and policies. This includes adherence to established laws and policies regarding copyright, privacy laws and information security policies.
2. Basic information to include:
 - Clinic address
 - Clinic phone number
 - Clinic schedule and hours of operation
3. Maintain confidentiality. Do not divulge personal information of WIC staff or clients.
4. Keep messages short and simple.
5. Be kind and friendly.
6. Check facts before you post.
7. Limit use of acronyms.

**Posting Guidelines
(cont.)**

8. Include the non-discrimination statement.
9. The LA should use their agency logo, not the State WIC logo.
10. Outline user guidelines and post on your LA home page.
11. Postings should be on topic, clean and family friendly. Any posting not falling within these guidelines will be removed. Acceptable posting content and uses:
 - WIC-related business only
 - Promotion of WIC services
 - Information on WIC approved foods
 - Invitations to WIC classes for nutrition or breastfeeding
 - Invitations to support groups for new mothers
 - National Nutrition month, World Breastfeeding week or other promotional events.
 - Short bios of WIC staff and/or peer counselors
 - Tips for feeding infants and children
 - Recipes using WIC foods
 - Breastfeeding tips
 - Links to nutrition or breastfeeding resources
 - Information about the local agency breastfeeding peer counseling program
12. Include disclaimer that advice from other moms should never replace the advice from medical experts.

Prohibited Content:

Not Allowed:

- Personal communications with Non-WIC related friends and family
- Profanity or foul language
- Any posting which is obscene, graphic, explicit or racial in nature
- Abusive or hateful comments
- Comments intended to defame anyone or any organization
- Advertising, solicitation or promotion of products or companies
- Copyrighted information
- Trademark infringements
- Plagiarized material
- Illegal activity

**Local Agency Social
Media Policy**

1. The LA shall obtain proper approvals from appropriate management within their organization.
2. The local agency will develop a policy and procedure.

**Local Agency Social
Media Policy (cont.)**

3. This policy and procedure must address but is not limited to the following:
 - The purpose, goals, objectives and strategies for the social media site(s)
 - Approved content for the site(s)
 - Identify key roles and responsibilities for contributors, reviewers and administration of the page.
 - Outline a review schedule including how frequently postings are reviewed and information is updated.
 4. The Local agency will submit a copy of this policy to the State Agency with the annual plan.
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