



# Newport Hospital and Health Services

714 W. Pine Street, Newport, WA 99156 • (509) 447-2441  
www.NewportHospitalAndHealth.org

**TITLE:** Acceptable Use Social Media

Reference #

**DEPARTMENT:** Marketing & Community Engagement

OWNER (Title): Sr. Director of Strategy

**Section:**

CREATION DATE: 10/24/2025

**DOCUMENT CLASSIFICATION:** Policy/Procedure

REVISION DATE: [Click here to enter a date.](#)

## **Purpose and/or Policy Statement:**

The purpose of this Acceptable Use Social Media Policy is to establish standards for the use of official social media platforms operated by Pend Oreille County Public Hospital District #1, dba. Newport Hospital and Health Services ("the District"). As a public hospital district governed by Washington State law, the District uses social media exclusively to share accurate, timely, and relevant information with the public about District programs, events, services, and health education.

The District's social media platforms are not intended to serve as public forums. To comply with applicable laws, maintain consistent communication, and protect public resources, the District does not allow comments, replies, or other forms of interactive posting on its official accounts.

## **Procedure:**

### **Acceptable Use by the District**

#### **1. Authorized Users Only**

- District social media accounts may only be created, accessed, and managed by staff authorized by the Chief Executive Officer (CEO) or Public Information Officer (PIO).
- Personal use of District accounts is strictly prohibited.

#### **2. Content Standards**

- Posts shall be professional, accurate, timely, and consistent with the District's mission to provide quality health care and promote community health.
- Posts must comply with all federal and state laws, including HIPAA, copyright law, and Washington public records laws.
- Prohibited content includes:
  - Political advocacy (support or opposition to candidates, parties, or ballot measures).
  - Personal opinions or endorsements not related to District business.
  - Confidential, proprietary, or protected health information.
  - Content that could compromise patient privacy, safety, or security.

#### **3. Records Management**

- All content posted by the District on official social media accounts constitutes a public record and will be retained in accordance with Washington State records retention schedules.
- While existing interactive features are disabled per the date of this policy, public input provided prior to the new policy is collected and archived across all social media platforms.

## **Public Interaction**

### **1. Comments and Messages Disabled**

- District social media accounts are not open public forums. Comments, direct messages, and replies are disabled to the fullest extent possible.
- When technical limitations prevent full disabling of comments, the District will:
  - Post a disclaimer stating the account is not monitored for public input.
  - Hide or restrict public posting features when possible.



# Newport Hospital and Health Services

714 W. Pine Street, Newport, WA 99156 • (509) 447-2441  
[www.NewportHospitalAndHealth.org](http://www.NewportHospitalAndHealth.org)

**TITLE:** Acceptable Use Social Media

Reference #

**DEPARTMENT:** Marketing & Community Engagement

OWNER (Title): Sr. Director of Strategy

**Section:**

CREATION DATE: 10/24/2025

**DOCUMENT CLASSIFICATION:** Policy/Procedure

REVISION DATE: [Click here to enter a date.](#)

## Alternate Communication Channels

- The District provides multiple avenues for the public to submit questions, comments, concerns, or requests for public records. Members of the public may contact the District via:
  - For patient-related concerns or complaints, please contact the Patient Relations Department.
    - Email: [patientrelations@nhhsqualitycare.org](mailto:patientrelations@nhhsqualitycare.org)
    - Phone: (509) 447-6305
    - Address: 714 W. Pine St., Newport, WA 99156
  - For public records requests, please contact the Public Records Officer.
    - Website: <https://newporthospitalandhealth.org/public-records-request-2/>
    - Email: [publicrecords@nhhsqualitycare.org](mailto:publicrecords@nhhsqualitycare.org)
    - Phone: (509) 447-9307
    - Address: 714 W. Pine St., Newport, WA 99156

**The policy disclaimer below will be placed on District social media channels:**

### Disclaimer

This page is maintained by Newport Hospital and Health Services to share news, service advertisements, updates, and health information. Comments and messages are disabled, as this account is not monitored for public input.

- For patient-related concerns or complaints, please contact the Patient Relations Department.
  - Email: [patientrelations@nhhsqualitycare.org](mailto:patientrelations@nhhsqualitycare.org)
  - Phone: (509) 447-6305
  - Address: 714 W. Pine St., Newport, WA 99156
- For public records requests, please contact the Public Records Officer.
  - Website: <https://newporthospitalandhealth.org/public-records-request-2/>
  - Email: [publicrecords@nhhsqualitycare.org](mailto:publicrecords@nhhsqualitycare.org)
  - Phone: (509) 447-9307
  - Address: 714 W. Pine St., Newport, WA 99156

## Security and Account Management

1. District social media accounts shall be protected with strong passwords and multi-factor authentication.
2. Login credentials shall be stored securely and shared only with authorized staff.
3. Unauthorized access, misuse, or tampering with District accounts is prohibited and may result in disciplinary action and/or referral to law enforcement.

## Compliance and Review

This policy is adopted by the Administration of Newport Hospital and Health Services and applies to all District-managed social media platforms. The policy will be reviewed every two years, or sooner if required by changes in law, regulation, or District practices.



# Newport Hospital and Health Services

714 W. Pine Street, Newport, WA 99156 • (509) 447-2441  
[www.NewportHospitalAndHealth.org](http://www.NewportHospitalAndHealth.org)

**TITLE:** Acceptable Use Social Media

Reference #

DEPARTMENT: Marketing & Community Engagement

OWNER (Title): Sr. Director of Strategy

Section:

CREATION DATE: 10/24/2025

DOCUMENT CLASSIFICATION: Policy/Procedure

REVISION DATE: [Click here to enter a date.](#)

## Definitions:

**Social Media:** Any online platform, website, or application that allows users to create, share, or view content and information. Examples include Facebook, Instagram, X (formerly Twitter), LinkedIn, YouTube, and other similar services.

**Official District Account:** A social media account created, owned, or managed by Newport Hospital and Health Services or its authorized staff for the purpose of communicating official District information to the public.

**Authorized User:** Any District employee, contractor, or representative who has been granted permission by the Chief Executive Officer (CEO), Public Information Officer (PIO), or their designee to access, post, or manage content on official District social media accounts.

**Content:** Any text, image, video, link, or other form of information posted or shared on District social media accounts.

**Public Record:** Any content created, posted, or maintained on official District social media accounts that relates to the transaction of District business and is subject to retention and disclosure under Washington's Public Records Act (RCW 42.56).

**Comment:** Any user-generated response, reply, reaction, tag, or mention made on a social media platform in response to District content. (Note: This is included even if comments are disabled, to clarify what the policy refers to when stating they are prohibited.)

**District Business:** Activities, decisions, or communications related to the operations, events, programs, or governance of Pend Oreille County Public Hospital District #1, dba. Newport Hospital and Health Services.

**Personal Use:** Use of social media by an employee or commissioner for personal communication or expression unrelated to District business.

**HIPAA-Protected Information / Protected Health Information (PHI):** Individually identifiable health information protected under the Health Insurance Portability and Accountability Act (HIPAA) and related regulations.

**Retention Schedule:** The legally required timeline established by the Washington State Archives for maintaining and disposing of public records, including social media content.

**Public Forum:** An online or physical space where public members may express opinions or comments. District social media accounts are **not public forums** and are maintained solely for one-way informational purposes.