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WEBSITE MAINTENANCE

A website is a collection of related web pages containing images, videos or other digital assets. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address also called URL.

PCHD/SCHD will maintain internet access for staff to have the ability to gain access to the website as well as CDC public website, World Health Organization, and other pertinent websites.

Purpose

The purpose of this section is to establish the maintenance/review of the Portsmouth City Health Department's website.

Scope

This guide is intended for designated Department Website Writers, Department Supervisors, the Webmaster, and the Public Information Officer (PIO).

Definitions

Level: Parts of the Website accessed by clicking the tabs on the left of the Website. Each pop-out list shows the pages on a given level.

Section: The levels and pages whose content matter is referenced by a tab along the left side of the Website, generally the responsibility of one department.

Webpage: Created by a single named file and accessed by clicking on a tab, then on the webpage's name that appears on the pop-out menu. A webpage may cover a single topic or several closely related topics.

Website: All levels and pages found at <https://portsmouthcityhealth.org/>

Section Review

Department Website Writers have the authorization over their respective sections of the website, to make edits, changes to text and calendar entries at the direction of their Supervisors. Outside links will be approved by Supervisors. Pages undergoing changes shall be hidden until completed and reviewed. Substantial changes to text or added pages, shall be reviewed by Supervisors, Webmaster, PIO and Health Commissioner, as is deemed appropriate by the Webmaster.

Critical communications such as emergency closures and public health emergency information will be approved by PIO before being posted to the website.

All staff members are encouraged to suggest edits and improvements to the Website Writers responsible for that section of the Website.

Frequency

All website pages will reviewed at least quarterly and updated as needed by each department's Website Writers.

Website Review

The overall design of the Website will be reviewed and agreed upon semiannually at meetings of the Webmaster and the Website Writers. Substantial changes in structure, content and “look” shall be reviewed by Supervisors, Webmaster, PIO and Health Commissioner.

SOG Review

Annually by Website Writers, Webmaster and Supervisors

WEBSITE USE DURING AN INCIDENT

Websites can provide another avenue to get a consistent message communication to the public, a public that may not have access to the local newspaper, or local radio. However, access may be limited to many residents, especially if there is no electrical power available, so this would only be a part of the public information communications plan.

Purpose

The purpose of this section of the document is to provide an outline of the potential uses of the established website, during an incident, at the PCHD/SCHD, and explain its limitations.

Non-Emergencies

This communication system is used on a daily basis to pass information to public health responders and the general public. It provides:

- Business hours;
- Contact information;
- Forms used for requesting permits;
- Services offered info; and
- Links to personal emergency preparedness planning and PCHD/SCHD ERP

See “Website Maintenance” section of this document for maintenance & review of the PCHD website.

Emergency and Exercise

Websites would provide public information that would not change more often than daily. The material placed on the website would be developed, under the direction of the Health Commissioner, and reviewed by the PCHD Public Information Officer (PIO) prior to posting on the PCHD website. The website postings would include, but would not be limited to:

- Community containment measures;
- Self-care information;
- Self-help information; and
- Location and dates of mass dispensing clinics.

Instructions for Use

At least two (2) PCHD employees have received training related to webpage design on the PCHD website and maintain the instructions related to webpage design. When information needs to be added, changed, or removed from the PCHD website, a "website change" request is written and given to the website-trained employee. Changes are made and the request form is returned to the originator of the request. Currently, the website-trained employees are:

- PIO/Admin
- Fiscal Officer

FACEBOOK, TWITTER, AND OTHER SOCIAL MEDIA USE DURING AN INCIDENT

Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allows the creation and exchange of user-generated content." Social media are media for social interaction, as a set of methods to enhance social communication, using ubiquitously accessible and scalable communication techniques. Social media can take on many different forms, including [Internet forums](#), [weblogs](#), [social blogs](#), [micro blogging](#), [wikis](#), [podcasts](#), photographs or pictures, [video](#), rating and [social bookmarking](#). It is relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information.

Some of the properties that help describe how social media differs from traditional media are:

	Traditional	Social
Reach	A centralized framework for organization, production, & dissemination	More decentralized, less hierarchical, and distinguished by multiple points of production & utility.
Accessibility	Typically government &/or privately owned	Generally available to the public at little or no cost.
Usability	Requires specialized skills & training	Does not require specialized skills & training or requires only modest reinterpretation of existing skills
Immediacy	The time lag between communications produced by industrial media can be long (days, weeks, or even months)	Which can be capable of virtually instantaneous responses; only the participants determine any delay in response
Permanence	Once created cannot be altered	Can be altered almost instantaneously by comments

Implementing Instruction: Emergency Public Information & Warning:
Internet & Social Media

	Traditional	Social
		or editing
Trustworthy	Generally reliable & accurate information	Can contain un-truths, or exaggerations as a result sheer number of entries (gunshot heard by multiple individuals can appear to be multiple gunshots). Allows for rumors to appear as truths.

Purpose

The purpose of this section of the document is to provide an awareness of social media, outline the potential uses of social media at the PCHD, and explain its limitations.

Non-Emergencies

Opening and maintaining a social media site can be labor intensive. It requires constant monitoring if the expectations of the community are two-way communications. Content might include, but would not be limited to:

- Recent local outbreaks;
- Self-care information;
- Self-help information;
- Events and activities planned/sponsored by the PCHD; and
- Location and dates of influenza immunization clinics.

The social media used by the PCHD is:

- Facebook

This site is already established and are reviewed/updates at least monthly.

Emergencies

It would strictly be used for providing public information and monitoring for misinformation purposes only and would not include constant monitoring for a rescue response. Access may be limited to many residents, especially if there is no electrical power available, so this would only be a part of the public information and communications plan. Content might include, but would not be limited to:

- Community containment measures;
- Self-care information;
- Self-help information; and
- Location and dates of mass dispensing clinics.

Instructions for Use

At least two PCHD employees familiar with the PCHD social media site would update/add information and monitor the sites. When information needs to be added to the site permission from the PCHD Admin is required. Currently, the employees are:

- HR/PIO/Admin
- ERC
- Director of Nursing

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