

EFFECTIVE

March 1, 2016.

Subject(s)**Social Media Posts**

It is the policy of the Michigan Department of Health and Human Services (MDHHS) that all social media posts coming out from the department must be presented on the State of Michigan Official MDHHS pages.

Social Media Accounts, Pages and Groups

Individual bureaus, programs, and divisions may request approval to create their own accounts. The program would have to create and present a proposal to the MDHHS Communications Office that entails why a separate social media page is necessary, the strategy for a separate page including ensuring it is appropriate and monitored at all times, goals for having a separate social media page, and a content outline. The same things would be required for all social media platforms requested including Facebook, Twitter, YouTube, etc.

Facebook closed groups or pages that represent the department in any way – discuss department policy or opinions, include customer information, etc. – are not permitted.

[See also, DTMB's Acceptable Use of Information Technology \(former Ad Guide 1460.00\), Section C. Social Networking.](#)

Reason: Policy clarification.

**MANUAL
MAINTENANCE
INSTRUCTIONS**

Changed Items ...

[APC 110](#)