



San Francisco Department of Public Health

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City and County of San Francisco
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San Francisco Department of Public Health

*Policy & Procedure Detail**

Policy & Procedure Title: Creation and Use of Logos, Websites and Social Media	
Category: Communications	
Effective Date: December 1, 2022	Last Reissue/Revision Date: November 2022
DPH Unit of Origin: Office of the External Affairs	
Policy Contact - Employee Name and Title; and/or DPH Division: Linda Acosta, Digital Services Manager, Communications	
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Distribution: DPH-wide <input checked="" type="checkbox"/>	If not DPH-wide, other distribution:

**All sections in table required*

1. Purpose of Policy

This policy provides guidance related to the proper development and usage of digital assets including websites, logos or wordmarks, and social media applications (e.g., Facebook, Twitter, Instagram, Snapchat, TikTok, etc.). Although large and multi-faceted, the Department of Public Health (DPH) is a single cohesive organization and the public is best served by clear, unified, and cohesive branding. This policy and procedure will help staff and managers understand the rules to ensure consistency in DPH’s public identity.

2. Definitions

Communications tools (digital assets): For the purposes of this policy, these are defined as logos, banners, artwork, websites, and social media applications including Facebook, Twitter, Snapchat, Nextdoor, Instagram, TikTok, WeChat, etc. This does not include regular content on DPH’s official websites.

Social Media: Applications used for social networking. Social media encourages interaction, allows users not just to consume content, but actively engage in dialogue.

Logo: A graphic or wordmark commonly used by commercial enterprises, logos can be either purely graphic (symbols/icons) or composed of the name of the entity (wordmark) or some combination of both.

Style Guide: A set of standards for design, including fonts, colors, and logos to use when developing a brand or an online presence.

- If the program/department is part of SF Health Network (SFHN), please use [SF Health Network Styleguide](#) as reference.
- If a part of the Zuckerberg San Francisco General Hospital (ZSFGH), please see the [ZSFG Styleguide](#).

The DPH style follows City of San Francisco style.

SFDPH | 101 Grove Street, Room 308, San Francisco, CA 94102

If you have questions or need help, please email the communications team at dph-communications@sfdph.org

3. Policy:

This policy applies to all DPH divisions including Zuckerberg San Francisco General Hospital (ZSFG), Laguna Honda Hospital (LHH), Population Health, Behavioral Health, and any other SFDPH programs or SFDPH partners working on behalf of the department. This policy applies to all representations of DPH in the public sphere. Websites meant for internal use only (intranet) built on SharePoint, are not included.

A. Creation of Logos, Websites and Social Media Accounts

Standard SFDPH logos are required to clearly identify a departmental sponsored program, web presence or social media account. Non-standard logos can confuse the public, staff, partners, and clients. The creation of new division logos is not permitted. If a program requires branding that is not a SFDPH standard, the program sponsor or the divisional director must obtain an exception from the SFDPH Communications Director.

- **DPH, SFHN and ZSFG have their own unique logos. Logos are available [here](#)**

B. Public-facing Websites

SFDPH is migrating public-facing web content to <https://sf.gov/departments/department-public-health>. This replaces sfdph.org as the standard for the department's general public-facing web presence. Staff from the City, consultants, and SFDPH are migrating content from public-facing websites which include sites for Zuckerberg San Francisco General Hospital, Laguna Honda Hospital, The San Francisco Health Network, and Population Health to the sf.gov website. Any current or new initiatives that require an exception to this standard must obtain approval from the SFDPH Communications Director. If you need assistance with creating web content for or moving content to sf.gov, please contact the SFDPH Digital Services Manager.

C. Social Media

The use of social media and websites involves interactions between the public and the host. In cases where DPH staff interact online with individuals from the public, staff must remember that they represent DPH and DPH's priorities at all times. Anything said on social media is public record and can be requested by the public. Questions regarding policies, positions, or talking points on a particular subject can be directed to the Director of Communications. The department must hold ownership of the account and must retain all passwords. The account credentials must be shared with the Communications division.

Communications plans must detail plans for regular posting and responding. Includes any current and future social media platforms including Facebook, Twitter, Snapchat, Nextdoor, Instagram, TikTok, WeChat, LinkedIn, etc.

4. Procedures

1. **Development and approval:** Before an individual or team working within or with DPH finalizes a plan to create and publicize a website and/or social media tool, prior approval is required by the requestor's Division Director.

- a) This step in the process is done before the website or social media account has been created. The Division Director will decide if the plan should move ahead to the design/development phase.
 - b) Any content on websites or social media platforms created by third parties or non-City employees for SFDPH is owned by the department.
2. **Considerations and planning:** The individual(s) creating the communication tool should be able to answer the following questions and explain a fully considered plan to the Division Director. You must be able to justify why the program or project cannot utilize existing tools or websites.
- a) What is the need? Why can't existing tools be used?
 - b) How/where will the website/social media/logo be used?
 - c) Is there a plan in place for the design (including any costs involved)?
 - d) Will the work (i.e. content, design, web coding, etc.) be done internally, through a partner organization, or by an outside entity? All outside design work including websites or social media sites must be produced under contracts/license agreements and must be reviewed and approved by the Contracts Office.
 - e) Will the communication tool be used for the foreseeable future, or is it time-limited?
 - f) If applicable, has the appropriate department representative consulted with the City Attorney's office regarding any applicable First Amendment, public records, HIPAA, or other legal issues arising out of the proposed communication tool?
 - g) All sites must be built to be compliant with the [Digital Accessibility and Inclusion Standard](#) requirements, or obtain a waiver from the Mayor's Office on Disability.
3. **Ownership of the image or website:** SFDPH must have ownership rights to all aspects of the design, content, and website. Content creators working on behalf of SFDPH must take reasonable measures to protect the City from claims of copyright infringement or trademark violation.
- a) Any original content designed by DPH staff during work hours, with the intent of helping DPH conduct its official business, is owned by DPH.
4. **Final Approval:** Before the website or social networking tool is made public, the project leader must submit a communications plan to DPH's Director of Communications or their designee for approval.
5. Exceptions to this policy may include the following (items b and c must be determined by the Director of Communications):
- a) Projects or programs in which DPH is a partner among agencies and organizations not affiliated with DPH, including UCSF programs at ZSFG
 - b) Programs or projects that are temporary in nature
 - c) All other cases decided by the Director of Communications

A. Other Considerations:

1. Identifying DPH: In cases of logos, websites, and social media outlets, it is important to communicate to the public that the information presented ultimately comes from DPH. In a

large governmental agency like DPH, it is important to provide an organizational context (i.e., the name of the parent organization).

- a) When these communication tools are created for and used by major DPH divisions (e.g., ZSFG, LHH), they must include a reference to DPH. This can be done either by including “San Francisco Department of Public Health” within the logo or by adding the words “A division/section/part of the San Francisco Department of Public Health” near the logo or somewhere easy-to- identify on the site. Websites and social networking tools must include a credit to the San Francisco Department of Public Health.
2. Social media: The use of social media involves interactions between the public and the host. In cases where DPH staff interact online with individuals from the public, the staff person needs to remember that they are always representing DPH and DPH’s priorities.
 - a) The staff person must create and get approval through their Division Director for a communication plan when DPH staff members are initiating conversations or alerts to the public using social networking sites. Communication plans should include these elements:
 - Objectives;
 - Audience;
 - Plan for responding to comments; and
 - Plan for frequency of review for inappropriate content or content that needs to be addressed in a sensitive way.
3. Letterhead: The Director’s Office has letterhead for the Director’s use.
 - a) This letterhead may be modified for use by divisions and units throughout DPH. You can find letterhead and other templates [here](#). This also holds true for letterheads of divisions including ZSFG, LHH and SFHN. In addition to the name of the unit, section, and/or individual, the modified DPH letterhead must include:
 - The department’s name spelled out – “San Francisco Department of Public Health”
 - The official City & County of San Francisco seal
 - Contact information, replacing the Director’s name and contact information

5. References or Attachments

A. Public Communication Tools Approval Form



San Francisco Department of Public Health

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Creation and Use of Logos, Websites, and Social Media Policy Public Communication Tools Intake Form

Public communication tools are logos, websites, and social media tools (including Facebook pages, Twitter accounts, etc.) that are created to build public awareness around Department of Public Health (DPH) units, programs and projects and to communicate certain information and messages outside of DPH. Before developing a new public communication tool, the relevant Division Director must approve the request. Before finalizing the tool, it must be approved by DPH's Director of Communications using this form.

Please read policy and guidelines prior to completing this form.

Program/Project/DPH Unit Tool is representing:

Project Lead Name and Title:

Division Director Name and Title:

Type of Communication Tool(s):

Communications Plan

Why is website, logo or new social media account needed?

If a website, does it comply with Digital Accessibility and Inclusion Standards? If not, do you have a waiver from the Mayor's Office on Disability?

Who is directly responsible for the program, or if website or social media account, posts or updating content on site?

Who maintains posts or content to ensure appropriate use? Is there shared governance? Are there partners?

Who is monitoring the content on a daily basis?

What is your evaluation plan for social media or website? How will you be measuring impact?

A. Social Networking

Provide a communications plan. Provide an editorial calendar. Is this a long-term or short-term project? Who is the content manager and approver?

B. Website

Provide a communication plan including where the site will be hosted and who will pay for, design, maintain and oversee the project.

C. Logo Design

Is there verification that the design being created is not already trademarked?

Did you consult with the City Attorney if needed (for copyright, trademark issues, etc.)?

Other

Have the requirements in the Creation and Use of Websites and Social Media policy been followed? If not, please explain.

Attach a copy of the draft design or link to the draft website or social media account for review. Include an additional page if you need additional space. Submit to DPH Director of Communications. If a social media account is approved, you must provide the log-in and password to the Director of Communications.