



City and County of San Francisco

Edwin M. Lee, Mayor

# San Francisco Department of Public Health

Barbara A. Garcia, MPA  
Director of Health

## San Francisco Department of Public Health

### Policy & Procedure Detail\*

<b>Policy &amp; Procedure Title:</b> Creation and Use of Logos, Websites, and Social Media (EXF4)	
<b>Category:</b> External Affairs	
<b>Effective Date:</b> August 2011	<b>Last Reissue/Revision Date:</b>
<b>DPH Unit of Origin:</b> Office of the Director	
<b>Policy Contact - Employee Name and Title; and/or DPH Division:</b> Eileen Shields, DPH Public Information Officer	
<b>Contact Phone Number(s):</b> 554-2507	
<b>Distribution:</b> DPH-wide <input checked="" type="checkbox"/>	<b>If not DPH-wide, other distribution:</b>

\*All sections in table required.

### 1. Purpose of Policy

This policy provides guidance related to the proper development and usage of textual and/or graphic representations (logos), websites, and social media websites (e.g., Facebook). Although large and multi-faceted, the Department of Public Health (DPH) is a single, cohesive organization and should be viewed by the public as such. This policy and procedure will help staff and managers understand DPH’s rules related to representation and communication in the public arena, and encourage consistency in DPH’s public identity.

### 2. Policy

DPH does not have its own unique logo, and instead uses some combination of the following elements on official City documents (e.g., letterhead from the Director’s Office, staff business cards, etc.):

- The department’s name spelled out – “San Francisco Department of Public Health.”
- The official City and County of San Francisco (CCSF) seal, subject to the requirements of S.F. Administrative Code Section 1.6 (Corporate Seal).
- DPH’s mission statement, sometimes including the vision statement.

All DPH logos must include a reference to DPH unless there are compelling reasons that the logos exclude such a reference. Exclusions under these circumstances will be decided by the Director of Health, or his or her designee, on a case-by-case basis. This policy applies to large DPH divisions, including San Francisco General Hospital and Laguna Honda Hospital, as well as small, time-limited projects or programs. This policy applies to all representations of DPH in the public sphere; logos and websites meant for internal use only are not included.

**The mission of the San Francisco Department of Public Health is to protect and promote the health of all San Franciscans.**

We shall ~ Assess and research the health of the community ~ Develop and enforce health policy ~ Prevent disease and injury ~  
~ Educate the public and train health care providers ~ Provide quality, comprehensive, culturally-proficient health services ~ Ensure equal access to all ~

Before developing a new public communication tool, each request must be approved by the relevant division director in consultation with the City Attorney's Office and all tools shall be subject to the final approval of the Director of Health, or his or her designee. After developing, but before finalizing the logo, website or social media tool, it must be approved by DPH's Public Information Officer (PIO) using the Public Communication Tools Approval Form (attached). DPH encourages staff in charge of creating the new communication tool to verify that the concept is not already copyrighted or trademarked, and to take the further step of registering logos for trademark, websites for copyright, and other tools as appropriate. In addition, if there will be interactions between the public and DPH employees on such sites, it is expected that a communication plan be developed in advance.

### 3. Definitions

- A. **Public Communication Tool:** For the purposes of this policy, this is defined as logos, websites, and social media tools (including Facebook pages, Twitter accounts, etc.) that are created to build public awareness of DPH units, programs, and projects and to communicate certain information and messages publicly. (This does not include regular content on DPH's official site: [www.sfdph.org](http://www.sfdph.org).)
- B. **Copyright:** Copyrights automatically protect works of authorship, such as writings, music, and works of art that have been fixed in tangible form. Registration is not required, but helps to protect the author in claims of copyright infringement.<sup>1</sup> For more information, see the U.S. Copyright Office website: <http://www.copyright.gov/>
- C. **Trademark:** Trademarks protect words, names, symbols, sounds, or colors that distinguish goods and services. Trademarks, unlike patents, can be renewed forever as long as they are being used in business.<sup>2</sup> Like copyrights, trademarks may be recognized without taking the step to register through the U.S. Patent & Trademark Office; however there are significant benefits to registering including a legal presumption of ownership on the mark and exclusive right to use it. For more information, see the U.S. Patent & Trademark Office website, Trademarks section: <http://www.uspto.gov/trademarks/basics/index.jsp>. The USPTO website hosts a [database](#) of registered trademarks.
- D. **Social Media:** Websites and applications used for social networking. Social media encourages interaction, allowing users to not just consume content, but actively engage in dialogue.
- E. **Logo:** A graphic mark or emblem commonly used by commercial enterprises, organizations, and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

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<sup>1</sup> U.S. Patent & Trademark Office: <http://www.uspto.gov/web/offices/ac/ahrpa/opa/museum/1intell.htm>

<sup>2</sup> Ibid.

#### 4. Procedures

**A. Development and approval:** Before an individual or team working within DPH finalizes a plan to create and publicize a logo, website, and/or social media tool, prior approval is required by the appropriate division director in consultation with the City Attorney's Office.

1. Obtaining approval: The DPH staff person in charge of the project must obtain permission from their division director by email before developing and/or using these public communication tools.
  - a) This step in the process is done before the logo has been fully designed, the website developed, and/or the social media site made public. The director will decide if the plan should move ahead to the design/development phase.
  - b) In addition to the City Attorney's office consultation required above, any logos, websites or social media tools designed by third parties or non-City employees, whether for free or for a fee, must be produced under contracts/license agreements reviewed and approved as to form by the City Attorney's Office.
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.
  - a) What is the need?
  - b) How/where will the logo/website/social media be used?
  - c) Is there a plan in place for the design (including any costs involved)? Will the work (i.e., content, design, web coding, etc.) be done internally, through a partner organization, or by an outside entity?
  - d) Will the communication tool be used for the foreseeable future, or is it time-limited?
  - e) Has the appropriate department representative consulted with the City Attorney's office regarding any applicable first amendment, public records, or other legal issues arising out of the proposed communication tool?
3. Ownership of the logo or image: DPH should have ownership rights to the design and 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. While an employee's artistic abilities may be relied upon to further the goal of engaging and communicating with the public, it is within the purview of their DPH role, and is recognized as such.

- b) Before developing a logo or using any graphic images in the public domain, staff members are encouraged to access the [U.S. Patent and Trademark Office's online database](#) to confirm that there is no identical or very similar logo design already registered for trademark status. This protects DPH from claims of copyright infringement or trademark violation by an existing user.
4. Final Approval: Before the logo, website, or social networking communication plan is made public, the project leader must submit the Public Communication Tools Approval Form (attached) to [DPH's Public Information Officer](#) for approval.
  - a) The Approval Form is included in this policy and can be submitted to the PIO by email.
  - b) The PIO will review and respond to all requests within five working days of receipt. If the final determination will take longer than five working days, the PIO will inform the requestor within the week timeline with an estimate.
5. Exceptions to this policy may include the following (items c and d must be determined by the PIO):
  - a) Projects or programs in which DPH is a partner among agencies and organizations not affiliated with DPH, including UCSF programs at SFGH;
  - b) Logos or webpages (or sites) created strictly for internal usage;
  - c) Programs or projects that are temporary in nature; and/or
  - d) For other reasons decided by the PIO on a case-by-case basis.
6. Consideration should also be given to whether the proposed logo or image is already in use.

**B. Issues to consider:**

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., SFGH, 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 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.
  - b) Programs or units within a major division may either follow the instructions for major divisions or use their parent organization's name instead. For example, SFGH's [Trauma Center logo](#) appropriately includes

the words “San Francisco General Hospital,” rather than San Francisco Department of Public Health. However, as noted previously, websites and social media, even when representing smaller programs or units, should clearly mention DPH.

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 he/she is representing DPH and DPH’s priorities at all times. (See DPH Policy, [Distinction between DPH Jobs and Personal Causes.](#))
  - 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;
    - ◆ Plan for responding to comments; and
    - ◆ Plan for frequency of review for inappropriate content (i.e., Facebook pages should be checked daily for inappropriate or misleading comments).
    - ◆ Consultation with the City Attorney's Office regarding any applicable first amendment, public records, or other legal issues arising out of the proposed social media project.
3. Letterhead:
  - a) The Director’s Office developed letterhead for the Director’s use. This letterhead may be modified for use by divisions and units throughout DPH. In addition to the name of the unit, section, and/or individual, the modified letterhead must include:
    - ◆ The department’s name spelled out – “San Francisco Department of Public Health”;
    - ◆ The official City and County of San Francisco (CCSF) seal; and
    - ◆ Contact information, replacing the Director’s name and contact information.

## 5. References or Attachments

- A. Public Communication Tools Approval Form



City and County of San Francisco  
 Edwin M. Lee  
 Mayor

## San Francisco Department of Public Health

Barbara A. Garcia, MPA  
 Director of Health

### Creation and Use of Logos, Websites, and Social Media Policy: Public Communication Tools Approval 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 Public Information Officer (PIO) using this Form.

**1. Requestor's Name:** **Date:**

**2. Program/Project/DPH Unit Tool is representing:**

**3. Type of Communication Tool(s):** *(Check all that apply.)*

**Logo**

Is there verification that the logo is not already trademarked?

Will DPH register for a trademark?

**Website**

Is there a plan to copyright the website?

**Social Networking**

Will DPH staff interact/engage with the public?

If yes, is there a communication plan?

**Other**

Describe:

**4. How will the Communication Tool be used?**

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

Attach a copy of the draft logo, screen prints or access to the website for review. Include an additional page if you need the space. *Submit to DPH Public Information Officer: Eileen Shields (554-2507) at [eileen.shields@sfdph.org](mailto:eileen.shields@sfdph.org).*

