San Francisco Department of Public Health

Policy & Procedure Detail*

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<th>Category: Above</th>
<th>Effective Date: August 2011</th>
<th>Last Reissue/Revision Date: January 25, 2018</th>
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<td>DPH Unit of Origin: Office of the Director</td>
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<td>Policy Contact - Employee Name and Title; and/or DPH Division: Rachael Kagan, Director of Communications</td>
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<td>Contact Phone Number(s): 415 554 2507</td>
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<td>Distribution: DPH-wide ☑  If not DPH-wide, other distribution:</td>
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*All sections in table required.

1. Purpose of Policy
   This policy provides guidance related to the proper development and usage of graphic and or textual representations (logos or wordmarks), websites, and social media applications (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.

   Creation of Logos, Websites and Social Media Accounts
   Division Directors are responsible for ensuring a communication plan is in place for the creation and use of logos, websites and social media accounts. After the approval of the Division Director, the plan must be shared with the Director of Communications, or his or her designee for approval.

2. Definitions:
   **Public Communication Tools:** For the purposes of this policy, these are 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 information and messages publicly. (This does not include regular content on DPH’s official site: www.sfdph.org.)

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

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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 ~
**Logo**: A graphic mark or emblem 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 logo use. If the program/department is part of SF Health Network, please use [SFHN style guide](#) as reference. If a part of the Zuckerberg San Francisco General Hospital, please see the [ZSFG styleguide](#) (password is Zuckerberg).

3. **Policy**:  
This policy applies to large DPH divisions, including Zuckerberg 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—websites meant for internal use only (intranet) are not included.

A. **Logos**  
SFHN, ZSFG and PHD have their own unique logos. DPH uses a combination of the following elements on official City documents:

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

Multiple logos can confuse the public, staff, partners and clients. It is difficult to maintain a consistent look and feel when there are many competing logos. For that reason, please note that the Department is generally not in favor in developing new logos for divisions and projects, and would rather consolidate visual identity under existing logos.

In the case where a new logo is proposed, before developing a new logo, the proposal must be approved by the relevant Division Director and shall be subject to the final approval of the Director of Communications, or his or her designee.

The individual(s) creating the logo must develop a communication plan that outlines the following:

- What is the need and is it already fulfilled in other ways or could it be served in another, more effective way?
- How/where will the logo be used?
- Does it fit with the brand/logos of the Department of Public Health, the SF Health Network and the Zuckerberg San Francisco General Hospital?
- Who is responsible for the design? Will it be done internally, or by an outside entity?
- Will the logo be used for the foreseeable future, or is it time-limited due to grant-funded project, or a specific campaign?

All DPH related logos must include a reference to DPH. If not incorporated into the logo, the words “San Francisco Department of Public Health” shall be included in close proximity.
B. Websites and Social Media

SFDPH, SF Health Network, Zuckerberg San Francisco General Hospital, Laguna Honda and Population Health have websites. When considering a new website, think about how it could potentially fit in to what is already in place. What makes the most sense? We prefer not to create multiple websites, which can splinter the organization’s identity.

If a new site or a new set of pages for a program is needed, a communications plan must be approved by the Division Director and the Director of Communications. Staff can use the attached form or submit their own communications plan. The plan must include:

- Why is the site/set of pages needed?
- Where will the site live?
- How will it be hosted?
- Who will maintain the site, including dismantling the site if the project ends?
- Who will design the site? Are contractors being used?

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, the staff person needs to remember that he/she is representing DPH and DPH’s priorities at all times.

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.

1. Obtaining approval: The DPH staff person in charge of the project must obtain permission from their Division Director 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) Any logos, websites or social media tools designed by third parties or non-City employees, for the Department of Public Health, whether for free or for a fee, must produce work that is owned by the Department of Public Health.
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/logos/websites.

   a) What is the need? Why can’t existing tools be used?
   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? All outside design work including logo design, websites, or social media sites must be produced under contracts/license agreements and must be reviewed and approved by the Contracts Office.
   d) Will the communication tool be used for the foreseeable future, or is it time-limited?
   e) If applicable, 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?
   f) Consideration should also be given to whether the proposed logo or image is already in use.

3. Ownership of the logo or image: DPH must 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.
   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) or communications plan to DPH’s Director of Communications for approval.

5. Exceptions to this policy may include the following (items c and d 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) 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 Director of Communications on a case-by-case basis.
B. Other 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/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 he/she is representing DPH and DPH’s priorities at all times.

   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, as necessary, 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 has letterhead for the Director’s use. This letterhead may be modified for use by divisions and units throughout DPH. This also holds true for letterheads of divisions including ZSFG, Laguna Honda and SF Health Network. 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 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
   B. City Attorney Communication Policy
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 a logo, website or new social media account needed?
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 communication plan. Provide an editorial calendar. Is this a long-term or short-term project?
B. Website
   Provide a communication plan including where the site will be hosted and who will design, maintain and oversee the project.
C. Logo
   Is there verification that the logo of your department 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 Logos, Websites, and Social Media policy been followed? If not, please explain.

Attach a copy of the draft logo 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: Rachael Kagan (415-554-2507) at Rachael.Kagan@sfdph.org.