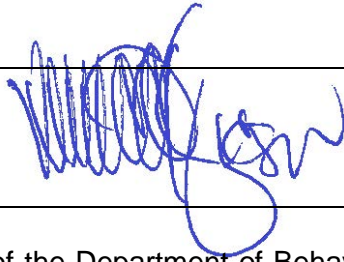


**San Bernardino County
Department of Behavioral Health**

Web Blast Policy

Effective Date 1/24/2018
Approved Date 1/24/2018



Veronica Kelley, Director

Policy

It is the policy of the Department of Behavioral Health (DBH) that the Public Information Office will review and approve all department web-blasts prior to processing by Information Technology. The only exceptions include web-blasts from Office of Compliance and Information Technology and any that meet the following criteria:

- Message deemed urgent by a Deputy Director, Assistant Director or Director.
 - Are in relation to a co-occurring disaster or facilities hazard (e.g.: building flood, electrical, local fire, emergency response, threats to employee safety, etc.)
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Purpose

To ensure issued web blasts are necessary, appropriate for intended audience, grammatically correct, understandable and culturally competent, as well as ensuring content adheres to Department and County guidelines.

Definition

Web Blast: Notifications to employees sent to entire department via e-mail.

Related Policy or Procedure

- County of San Bernardino Policy Manual
- 09-01: Electronic Mail (E-mail) Policy
 - 09-02: Electronic Mail (E-mail) Retention and Destruction Policy
 - 09-04: Internet/intranet Use Policy
- DBH Standard Practice Manual (SPM)-
- IT5004: Computer and Network Appropriate Use Policy
 - IT5005: Electronic Mail Policy
 - BOP3007: Public Information and Media Release Policy
 - BOP3031: Guidelines for Promotional, Educational and/or Informational Materials
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Reference

County Brand Standards Guide
