San Bernardino County
Department of Behavioral Health

Web Blast Procedure and Guidelines

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Purpose   To outline the operational steps for requesting Department of Behavioral Health (DBH) web blasts and ensure web blast content aligns with the Department's mission and is adherence with Department and County guidelines.

Definition   **Web Blast:** Email initiated notifications sent to employees and the entire Department.

Requestor: Person or program requesting a web blast.

Marketing Materials: Publication, print or digital, intended for internal and/or external audiences for the purposes of promoting an event, service, training, employment opportunity or call to action.

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Web Blast Procedure and Guidelines, Continued

Procedure	When requesting a web blast proceed as follows:

Step	Action
1	Obtain approval from your Program Manager (PM) or Deputy Director (DD).

2	Send an e-mail titled "Web Blast Request" in the beginning of the subject line to the Public Information Office (PIO) inbox at DBH_PIO@sbcounty.gov and include:
	  a) PM or DD approval (via a CC including the PM or DD, or an e-mail attachment from the PM or DD with the approval email)
	  b) Add web blast title to subject line after "Web Blast Request".
	  c) Requested date and/or frequency of the web blast.
	  d) Message to be sent to DBH staff.
	  e) Documents, marketing materials (i.e., flyer, pdf) and/or web links related to the message. Indicate in request if web links are to be made accessible outside of the "intranet".
	  f) Detailed instructions relating to the requirements of the announcement.
	
	Note: All must adhere to County brand standards and have prior approval by the PIO for internal/external distribution, per DBH BOP3031: Guidelines for Promotional, Educational and/or Informational Materials.

3	PIO reviews the request and if approved, PIO will process the request through DBH Information Technology (IT) via email and include ISDHelpdesk@isd.sbcounty.gov on the CC of the request. ***Note***: PIO approved web blasts from the Office of Cultural Competence and Ethnic Services and the Workforce Education and Training Program may be distributed to staff through their respective program Outlook profiles (i.e., cultural_competency@dbh.sbcounty.gov and training@dbh.sbcounty.gov)
4	IT will e-mail a test of the formatted web blast request to PIO for approval.
5	PIO will modify and/or approve the web blast and return it via e-mail to IT.
6	IT will send the approved web blast to all DBH staff from webmaster@dbh.sbcounty.gov.

Web Blast Procedure and Guidelines, Continued

Exceptions

The PIO must approve all web blasts before they are sent to staff. Web blasts from the Office of Compliance and IT are exempt along with requests 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.)

In these situations, the requestor is to email IT directly to process the request, with a CC to the PIO inbox. Neither the requestor nor IT will need to acquire PIO approval to proceed. IT may also send web blasts without PIO approval if the blast is in relation to server, SIMON, or other technical equipment update, failure, re-boot, etc.

Web blasts are sent to **all** DBH employees. If the information applies only to a specific office or group of people, review DBH Electronic Mail Policy and facilitate a group email instead.

Processing

Web blasts require three (3) to five (5) business days for processing. If the request is urgent, e-mail DBH_PIO@sbcounty.gov or call (909) 388-0942 and specify the reason for the urgency.

PIO reserves the right to modify any or all portions of the requestors web blast request including, but not limited to text, subject line, images and frequency.

All hyperlinks within web blasts will link to the department's Intranet (internal) website unless requestor specifies public availability. Public availability must be approved by PIO and IT.

When an e-mail web blast has reached the County's retention criteria according to County of San Bernardino Policy Manual 09-02: Electronic Mail (E-Mail) Retention and Destruction Policy, the information found within the e-mail will be removed and no longer accessible on departmental websites.

Web Blast Procedure and Guidelines, Continued

Prohibited Use   Per DBH IT5005 Electronic Mail Policy, the e-mail system shall not be used to announce, advertise or otherwise promulgate any event, cause, organization or activity that is not an official County of San Bernardino or DBH function or program. Any use of the e-mail system to promulgate a legitimate event countywide or department wide must be approved by the DBH Public Information Officer.

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

Reference   County Brand Standards Guide