



Web Blast Procedure

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DocuSigned by:
Dr. Georgina Yoshioka, Director
7DF8077EFA674B2
 Georgina Yoshioka, DSW, MBA, LCSW, Interim Director

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

Procedure The following actions are to be followed by program staff when requesting publication of a web-blast:

Step	Action
1	Requester will obtain approval from respective Program Manager (PM) or Deputy Director (DD).
2	Requester will review PRO Web Blast Calendar to identify and determine submission due dates and publication dates to meet publication deadlines and program needs. Note: If the request for a web-blast is urgent, the requester will e-mail DBH-PublicRelations@dbh.sbcounty.gov and specify the reason for the urgency.
3	Requester will submit a ticket through the Public Relations Internet website, by selecting on the link for "Web-Blasts" and completing the electronic ticket with all required information fields. If applicable, the requester will indicate whether hyperlinks in the Web Blast will link to the department's Intranet (internal) website, or the department's Internet (public) website (subject to PRO/IT approval). Requester will click "Submit" to submit the request. Note: All web-blasts shall adhere to County brand standards and have prior approval by PRO for internal/external distribution per DBH Guidelines for Promotional, Educational and/or Informational Materials (BOP3031).

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Web Blast Procedure, Continued

Procedure, continued		
	Step	Action
	4	<p>PRO reviews the request. During the review process, PRO may modify any or all portions of the requester’s web blast request including, but not limited to text, subject line, images and frequency. In such instances, PRO staff will communicate changes to the requester when significant modifications are needed unless the item is time sensitive.</p> <p>Note: IT will continue to send out all IT related announcements and act as a back up to PRO when needed.</p>
5	<p>E-mail web blast will be removed by designated PRO staff and no longer accessible on departmental websites when it has reached the County's retention criteria, per the San Bernardino County Policy Manual 09-02: Electronic Mail (E-Mail) Retention and Destruction Policy.</p>	

Exceptions

PRO must approve all web-blasts before distribution; exceptions shall be granted to Web Blasts that meet the criteria below:

- Messages deemed urgent by the Director or Assistant Director, and
- Messages in relation to a disaster or facilities hazard (e.g., building flood, electrical, local fire, emergency response, threats to employee safety, etc.)
 - In these situations, the requester will email IT directly to process the request, with a CC to the PRO inbox; neither the requester nor IT will need to acquire PRO approval to proceed.
- IT may also send web-blasts without PRO approval if the blast is in relation to server, myAvatar, other technical equipment updates, failure, re-boot, etc., or IT Security – Suspicious Email Announcements.

Note: DBH employees receive web-blasts via email. If the information applies only to a specific office or group of people, review DBH Electronic Mail Policy (IT5005) and facilitate a group email instead.

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Web Blast Procedure, Continued

**Related Policy
or Procedure**

DBH Standard Practice Manual:

- Public Information and Media Release Policy (BOP3007)
- Guidelines for Promotional, Educational and/or Informational Materials (BOP3031)
- Computer and Network Appropriate Use Policy (IT5004)
- Electronic Mail Policy (IT5005)

San Bernardino County 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

Reference(s)

County Brand Style Book
