Social Media Site Application

This form must be filled out and returned to the Board of County Commissioners. Please allow two weeks for response.

Date: 11/9/2026

Host department: Public Health

Names of designated social media publisher(s): Kathryn Crombie, Kirby Kowalski

Name of social media site (desired): Tik Tok

Intended audience: Residents of Columbia County, with an emphasis on teens, young adults, and community members who use TikTok to access information

Intended duration of use of social media site (temporary/permanent): Permanent

Purpose of social media site: To provide Columbia County residents with timely, accurate, and accessible public health information through short educational videos on an official County communication channel. The TikTok account will support Public Health's efforts to share information about local services, clinics, community events, health and safety, emergency and risk communications, prevention programs, and community resources.

TikTok will complement the department's existing Facebook, and most recently, Instagram, presence and website by reaching residents through video content suited to the platform. Videos will feature practical health information, answers to common questions, and introductions to Public Health staff and services. Content will direct residents to official County webpages and other trusted sources for additional information and services.

Description of content that will be posted on site:

Content will include:

• Public health services and programs
• Clinic, vaccination, and community event information
• Disease prevention and health education
• Emergency and risk communication
• Seasonal health and safety information
• Substance use prevention information
• Maternal, child, and family health information
• Community resources and partner information
• Public Health outreach activities
• Department updates and service announcements
• Staff introductions and explanations of Public Health roles

• Answers to common public health questions
• Demonstrations of practical health and safety skills

Content will follow Columbia County social media requirements and policies. Videos will use plain language, captions, readable on-screen text, and official and credible public health sources. Public comments will be disabled in accordance with Columbia County Social Media policy.

Position identified to act as the Social Media site use expert: Outreach and Communications Specialist

Position identified to maintain and monitor the site: Outreach and Communications Specialist, with designated Public Health staff serving as approved publishers if Outreach and Communications Specialist is unavailable.

Department Director Approval



__ _____11/9/26_____
Department Director Date

Final Action

Approved / Denied (circle one)

_____ _____
Board Chair Date