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: 10/16/2026

Host department: Public Health

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

Name of social media site (desired): Instagram

Intended audience: Residents of Columbia County, with an emphasis on reaching community members who use Instagram as a primary source of 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 an additional official County communication channel. The Instagram account will support Public Health's efforts to share information about local services, clinics, community events, health and safety information, emergency and risk communications, prevention programs, and community resources. Instagram will complement the department's existing Facebook presence and website by reaching residents who use different social media platforms as indicated in the County Communications survey. Content will direct residents to official county webpages and other trusted sources when additional information or services are available.

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
• Photos and short educational videos related to Public Health programs, services and community activities

Content will follow Columbia County social media requirements and policies. Information will use plain language and accessible communication practices as well as use 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 out of office

Department Director Approval



__ _____10/21/2026____
Department Director Date

Final Action

Approved / Denied (circle one)

_____ _____
Board Chair Date