Team RUHS Blog Overview

- The Team RUHS blog (www.teamruhs.org) was designed and created by the marketing team in Jan. 2023 as a new and unique employee engagement and communications platform.

- The Team RUHS blog and its content are managed by Marketing to ensure the content is fun, informative, engaging and appropriate.

- The Team RUHS blog currently consists of the following pages:
    1. *Home*
    2. *About You -- general news and highlights from staff*
    3. *News -- department news relevant to staff*
    4. *Events*
    5. *About Team RUHS*

- Content will vary and may change over time depending on views and analytics. Content will likely include:
    - staff recognitions and celebrations
    - work or personal anniversaries
    - staff events (i.e., Food Truck Tuesday, Grand Rounds, RUHS week)
    - general employee information (i.e., printer problems, new program address, employee flu shot campaign, RUHS week.)

- Marketing will pull content for the blog from various sources including STAR cards, Employee of the Month nominations, Weekly Administrative Announcements, emails, etc.

- Marketing will also promote the blog internally, via Weekly Admin Announcements, inviting all staff to visit the site and to submit content or 'stories,' by sending an email to marketing@ruhealth.org.

- Marketing reviews all submissions and makes the final determination as to whether the content is appropriate to post to Team RUHS. Marketing may revise/edit the content for brevity.

- Examples of inappropriate content include, but are not limited to:
    - impersonal or occupational RUHS content such as service outages, closures, and codes
    - the sale of items and/or fundraisers for non-RUHS programs/activities
    - content that promotes a political, social, or ideological view
    - content that does not reflect RUHS T.R.I.E.D values
    - content that negatively impacts a RUHS program, staff member, or Riverside County
    - content that includes patients or other confidential information

- The Team RUHS blog is a public website accessible to anyone who has internet connection, desktop or mobile.

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