

Social Media Policy

The Oklahoma Department of Libraries (ODL) recognizes the marketing benefits of a social media presence, and its purpose to promote and market the mission and goals of ODL. To protect the position, image, and information assets of ODL, the use of social media accounts is intended for agency purposes only.

ODL adheres to the [State of Oklahoma Social Networking and Social Media Policy and Standards](#) policies, which include:

1. State of Oklahoma Social Networking and Social Media
2. State of Oklahoma Social Networking and Social Media Development Methodology
3. State of Oklahoma Social Networking and Social Media Guidelines

All Web 2.0 and social media technologies shall also adhere to the following:

- [State of Oklahoma Information Technology Accessibility Standards](#)
- [Oklahoma Information Security Policy, Procedures and Guidelines](#)
- [Web Content Accessibility Guidelines \(WCAG\) Version 2.1 Level AA](#)

Implementation

ODL implementation of social media includes approving agency employees to use social media during the course of agency business and represent the agency on social media. These approved agency employees shall adhere to all applicable policies and guidelines and use social media technologies responsibly. Approved agency employees are prohibited from using personal accounts for any state agency related business on any social media site.

Authorized Access

The Oklahoma Department of Libraries Director designates the Public Information Office as responsible for overseeing the agency's brand identity and key messages communicated on social media sites. The Marketing and Communications Director will maintain a list of all active and inactive agency social media accounts and a log of all agency employees who have access to them.

- A. The Public Information Office (PIO) is responsible for oversight and management of all agency accounts with social media providers.
- B. Employees must obtain written approval from the Marketing and Communication Director to use ODL-branded social media sites for business purposes.
- C. Authorized individuals who have obtained written permission from the Marketing and Communications Director will be given access to the social media account(s) with the role deemed appropriate for business purposes.
- D. The Marketing and Communications Director will maintain documentation detailing the authorized social media service providers, the current agency social media account names/handles, person(s) authorized to use the accounts, method of access, and master passwords for accounts that use a main login.
- E. Agency social media accounts shall have at least two (2) Administrators, either by direct access login or as assigned roles. The Marketing and Communications Director shall have access to all ODL social media accounts.

- F. Whenever possible, agency employees shall enable two-factor authentication and provide the Marketing and Communications Director with a screenshot of the account's Backup Code(s).

Appropriate Use

The Public Information Office is responsible for overseeing the brand identity and key messages communicated on agency social media accounts. Users of state agency social media and Web 2.0 technologies must comply with applicable ethics rules, state statutes, and ODL computer usage policies.

- A. Posts, comments, and messages from agency accounts shall be respectful, appropriate for a professional environment, and selected in good taste.
- B. All state and agency policies and guidelines pertaining to e-mail also apply to social media, including, but not exclusive to, policies regarding solicitation, obscenity, harassment, pornography, sensitive information, and malware.
- C. Agency social media sites reflect the image of the ODL. Usernames, comments, photos, videos, etc., should be appropriate for a professional environment and selected in good taste.
- D. Information published on social media sites should comply with the State of Oklahoma Information Security Policy, Procedures and Guidelines.
- E. Respect copyright laws and reference sources appropriately. Identify any copyrighted or borrowed material with citations and links.
- F. It is inappropriate to disclose or use the agency's, an employee's, or customer's confidential or proprietary information in any form of online media.
- G. An approved social media user must respect the privacy of colleagues and patrons by not posting confidential or personal information.
- H. An approved social media user must respect the opinions of others in the social media space and engage in respectful, professional interactions.
- I. When representing ODL in any social media activity, the approved employee should be aware that all actions are public and may be subject to review. The employee is responsible for their actions and the content they share on behalf of ODL.
- J. Avoid personal attacks, online conflicts, and engaging with hostile individuals.
- K. Ensure material is accurate, truthful and without error.
- L. ODL employees will ensure comments comply with the Commenting Policy, found in the [State of Oklahoma Social Networking and Social Media Policy and Standards](#).
- M. Content that could compromise the safety or security of the public or public systems, solicitations of commerce, or promotion or opposition of any person campaigning for election to a political office or promoting or opposing any ballot proposition shall not be posted to social media accounts.
- N. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, with regard to public assistance, national origin, physical or mental disability, or sexual orientation shall not be posted to agency social media sites.
- O. Do not conduct any online activity that may violate applicable local, state, or federal laws or regulations.

Monitoring

Approved agency employees representing ODL, its sites, and its offices on social media should have no expectation of privacy. Supervisors may request or be provided with reports of Internet usage

by employees. Any employee found to have misused or abused a social media technology or violated this policy may be subject to disciplinary action, up to and including termination of employment.

Security

Social media has the potential for security-related issues. The following statements apply to social media security:

- A. A social media service provider and associated plug-ins shall be selected from the applicable sections, policies and standards set forth on the [OMES Social Media page](#).
- B. Designated workstations and devices should be used by authorized staff to publish content to an OMES-approved social media provider. Personal devices should not be used to publish content through the agency's social media accounts, except in emergency situations.
- C. Social media users must use a unique username and password combination that is different from their state login credentials
- D. Transferring sensitive information via social media is prohibited. Sensitive information such as usernames, passwords, social security numbers and account numbers passed via social media can be read by parties other than the intended recipient(s).
- E. Many social media technologies provide file transfers. Guidelines and security protocols pertaining to email attachments also apply to file transfer via social media.
- F. If a virus, malware, or any other suspicious activity is observed on a user's machine, the user shall immediately contact the OMES Service Desk for prompt assistance to determine the cause of the situation.

Records Management and Open Records

All content, comments and replies posted on any official Web 2.0 and social media technologies are subject to the [Oklahoma Open Records Act](#), the [Oklahoma Records Management Act](#), and the [Child Internet Protection Act \(CIPA\)](#). Information disseminated via social media technology is subject to being re-printed in newspapers, magazines or online in any other digital media format.

Social computing content created or received by state agency personnel—whether during work hours or on personal time, and regardless of whether the communication device is publicly or privately owned—may meet the definition of a record as defined by state statute, when the content is made or received in connection with the transaction of the official business of the agency and should be retained as required.

Crisis Communication

ODL may use social media to connect with media, other agencies, and the general public in times of crisis, emergency or disaster.