



Recommended Social Media Technologies Policy

Introduction

The OMES Outreach team uses various social media platforms as digital marketing tools to amplify its external communication strategy. These platforms are a method to promote OMES successes, enhance transparency of available resources and increase awareness of key agency initiatives. As an avenue for two-way communication, social media also provides a space for digital engagement with state employees, partner organizations and the public. Access to OMES social media accounts, as well as monitoring and content creation software, is granted as necessary for job-related duties as assigned by the director of Outreach. This usage must comply with applicable laws, policies and best practices at all times.

Purpose

The purpose of this policy is to publish (1) OMES recommended social media technologies; and (2) internal use of the social media technologies in OMES. OMES encourages state agencies to use the recommended technologies 1) consistent with applicable laws, standards and policies; and 2) to improve communication(s) about the mission of an agency and its programs with the public at large as well as other state agencies.

Definitions

SNSM – Social Networking and Social Media.

Social media platform – a website or internet medium that (A) permits a person to become a registered user, establish an account or create a profile for the purpose of allowing users to create, share and view user-generated content through such an account or profile; (B) enables one or more users to generate content that can be viewed by other users of the medium; and (C) primarily serves as a medium for users to interact with content generated by other users of the medium.

State agency – any authority, office, officer, bureau, board, counsel, commission, institution, unit, division or body of the executive branch of the state government, whether elected or appointed, in their official capacity, excluding political subdivisions of the state. State agency does not include the Oklahoma State Regents for Higher Education, the institutions, centers or other constituent agencies of the Oklahoma State System of Higher Education, the school districts of the State Board of Career and Technical Education and Technology Center, common education schools or districts or the legislative and judicial branches of Oklahoma state government.

Policy

In review of the OMES social media use, OMES uses the following technologies internally:

- YouTube.
- Facebook.
- Instagram.
- LinkedIn.
- X (non-premium membership).
 - The Terms of Service set forth by the social media technology named “X”, may conflict with applicable Oklahoma State Laws and/or regulations. Thus, use of this social media technology should be limited to authorized state employees to

only share information including video, audio, images, website links and other content to promote state agencies.

- Sprout Social.
- Meltwater.
- Podbean (podcasts).
- Canva.

For OMES employees, technologies not found on this list should be submitted to the OMES Service Desk at servicedesk@omes.ok.gov for review and approval or rejection. State agencies are encouraged 1) to use any technology found on the list above or available through [SW1054 Social Media Management and Monitoring contract](#); and 2) to adhere to their agency's internal social media guidelines, policies, etc. when using the recommended social media technologies. For state agencies, technologies not found on this list should be submitted to the respective agency's service desk for further review, approval and/or rejection.

All SNSM technologies shall also adhere to the following:

- [State of Oklahoma Information Security Policy, Procedures and Guidelines](#).

Compliance

This policy shall take effect upon publication. OMES Outreach may amend and publish the amended policies at any time. OMES employees are expected to comply with all published policies and any published amendments thereof and, if found in violation of this policy, may be subject to disciplinary action, up to and including termination. This policy is recommended as a guideline for other state employees.

References

- [State of Oklahoma Information Security Policy, Procedures and Guidelines](#).
- [SW1054 Social Media Management and Monitoring contract](#).

Revision history

This policy is subject to periodic review to ensure relevancy.

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