

Oklahoma Historical Society

Social Media Policy

Effective Date of Policy: 7/--/2021	Next Scheduled Review: 6/1/2022
Last Reviewed: 6/18/2021	Board Approval Date: 7/--/2021
Revision Date: 6/18/2021	Reviewed By: OHS Social Media Manager and OHS Executive Director

The Oklahoma Historical Society (OHS) recognizes the potential marketing benefits of a social media presence and its use is meant to promote and market the mission and goals of the OHS. To protect the position, image, and information assets of the OHS, the use of social media is intended for agency purposes only.

1. State of Oklahoma Social Media Policies and Standards

The OHS adheres to the State of Oklahoma social media policies and standards found at <https://omes.ok.gov/services/information-services/social-media-networking-policy-and-standards>, which include:

- State of Oklahoma Social Networking and Social Media Policy and Standards
- State of Oklahoma Social Networking and Social Media Development Methodology
- State of Oklahoma Social Networking and Social Media Guidelines

OHS implementation of social media includes approved agency employees representing the OHS, its sites, and its divisions on social media. These employees will adhere to the aforementioned State of Oklahoma policies and those included in this document—the OHS Social Media Policy.

Approved agency employees and their respective division directors are to follow all applicable policies and implementation guidelines, and bear the responsibility for any issues caused by an employee engaging in the inappropriate use of social media.

2. Other Applicable State of Oklahoma Standards

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

- [State of Oklahoma Information Technology Accessibility Standards](https://omes.ok.gov/sites/g/files/gmc316/f/isd_itas.pdf)
(available at https://omes.ok.gov/sites/g/files/gmc316/f/isd_itas.pdf)
- [State of Oklahoma Information Security Policy, Procedures, and Guidelines](https://omes.ok.gov/sites/g/files/gmc316/f/InfoSecPPG_0.pdf)
(available at https://omes.ok.gov/sites/g/files/gmc316/f/InfoSecPPG_0.pdf)

3. Approved Technologies

The Oklahoma Office of Management and Enterprise Services (OMES) and the Oklahoma Office of the Attorney General have worked to renegotiate Terms of Service agreements with a

broad range of social media providers that offer free services to users. Use the link provided in Section 1 of this policy to access a current list of OMES-approved social media technologies. Approved technologies as of June 2021 are:

- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest
- LinkedIn
- Hootsuite
- BigStock
- QR Stuff
- Go.USA.gov (not applicable to the OHS)

4. Agency Accounts

- (a) The OHS Social Media Manager will maintain an up-to-date list of all active and inactive (archived) agency social media accounts. (An account will be considered inactive if no posts or new content have been published in 365 or more calendar days.)
- (b) The individual division directors are responsible for oversight and management of all social media accounts within their respective divisions.
- (c) Authorization for the creation and use of social media accounts is a function of the individual division directors. Written approval from the division director is required prior to creation and use of these accounts.
- (d) Division directors will provide the OHS Social Media Manager with a list of all social media accounts in use, current usernames, email address(es) included on the accounts, and the person(s) authorized to use the accounts.
- (e) All agency social media accounts will be listed at www.okhistory.org/social as per the State of Oklahoma Social Networking and Social Media Policy and Standards. Division directors will inform the OHS Social Media Manager of the creation/deletion of social media accounts to ensure this requirement is met.

5. Access

- (a) All agency Facebook accounts shall have at least two (2) Administrators. These individuals shall be designated as “Admin” in the account’s Page Roles.
- (b) All agency Facebook accounts shall include the OHS Social Media Manager as an Admin. In some cases, this will fulfill the requirement for two (2) account Administrators.
- (c) For all other agency social media accounts (with the exception of Facebook), agency employees shall provide their division director with a list of email address(es) included on the account(s). Division directors will provide this information to the OHS Social Media Manager as per Section 4(d) of this policy—to ensure that the agency does not lose access to any of its social media accounts.
- (d) With the exception of Facebook and YouTube, all agency social media accounts shall be created and managed with an email address containing the domain name: @okhistory.org or @willrogers.com.
- (e) Whenever possible, agency employees shall enable two-factor authentication and provide the OHS Social Media Manager with a screenshot of the account’s Backup Code(s).

6. Appropriate Use

- (a) The OHS Executive Director designates the OHS Director of Communications and Development as responsible for overseeing the brand identity and key messages communicated on agency social media accounts.
- (b) All agency social media posts shall be related to the Oklahoma Historical Society, Oklahoma history or culture, OHS collections, OHS sites (including respective local communities), OHS divisions, or projects in which the OHS is involved.
- (c) Posts, comments, and messages from agency accounts shall be respectful, appropriate for a professional environment, and selected in good taste.
- (d) Ensure that posts are accurate, truthful, and without error, including spelling and grammar.
- (e) Respect the work of others when utilizing images and text from other sources. Attribution shall be provided for any images obtained from another source, as well as any text quoted.
- (f) Whenever possible, agency social media accounts shall display contact information including physical address, phone number, email address, and/or link to website.
- (g) Public comments on agency accounts shall be reviewed and moderated within two (2) business days. This is to ensure the integrity of the account and that no inappropriate comments are posted. Inappropriate comments may include profanity, harassment, threats, spam, etc.
- (h) All state and agency policies and guidelines pertaining to email also apply to social media, including, but not exclusive to, policies regarding solicitation, obscenity, harassment, pornography, sensitive information, and malware.
- (i) It is inappropriate to disclose or use the Oklahoma Historical Society's, an employee's, or a respective client's confidential or proprietary information in any form of online media.
- (j) When representing the Oklahoma Historical Society in any social media activity, approved employees should be aware that all actions are public and employees will be held fully responsible for any and all said activities.
- (k) Content that could compromise the safety or security of the public or public systems, solicitations of commerce, promotion or opposition of any person campaigning for election to a political office, or promotion or opposition of any ballot proposition shall not be posted to agency social media accounts.
- (l) 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 accounts.
- (m) Do not conduct any online activity that may violate applicable local, state, or federal laws or regulations.
- (n) The OHS prohibits the publishing or sharing of content or comments by agency employees that contain the following: obscene sexual content or links to obscene sexual content; abusive behavior and bullying language or tone; conduct or encouragement of illegal activity; or disclosure of information which an agency and its employees are required to keep confidential by law, regulation, or internal policy (as per 74 O.S. § 840-8.1).

7. Communication

- (a) The OHS will use social media as another tool to connect with media, other state agencies, and the general public in times of crisis, and to assist with emergency, disaster, or crisis communications. Information to be published on agency social media accounts may include potential delays or closures of sites or services as deemed applicable and prudent by the OHS Executive Director.

8. Security

Social media has the potential for security-related issues. Most social media traffic is sent in clear text that is not encrypted. The following statements apply to social media security:

- (a) To maintain security of Oklahoma Historical Society network usernames and passwords, social media users shall use a unique username/password combination that differs from their login ID and password for the Oklahoma Historical Society network.
- (b) 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).
- (c) Many social media technologies provide file transfers. Policies and guidelines pertaining to email attachments also apply to file transfer via social media.
- (d) Social media can make a user's computer vulnerable to denial of service (DoS) attacks. When the option is available, social media users should configure their social media accounts in such a way that they do not receive messages from unauthorized users.
- (e) 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.

9. Ethics and Code of Conduct

- (a) As a state employee, Web 2.0 and social media technologies are governed by the prevailing ethics rules and statutes.
- (b) All assigned Web 2.0 and social media duties are also governed by the Oklahoma Constitution, Oklahoma statutes and applicable rules, and OHS computer usage policies.

10. Records Management and Open Records

- (a) All social media communications are subject to the requirements of the Office of Records Management and the Children's Internet Protection Act (CIPA).
- (b) All content, comments, and replies posted on any official Web 2.0 or social media technologies are subject to the Oklahoma Open Records Act. Information disseminated via social media is subject to being reprinted in newspapers, magazines, or online in other digital media formats.
- (c) 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 Oklahoma 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.

11. Monitoring

- (a) Approved agency employees representing the OHS, its sites, and its divisions on social media should have no expectation of privacy. The OHS has the right to monitor any and all aspects of online usage by employees.
- (b) 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.