

**Oregon State Library
Policy**

Social Media

Approved by:

Mary Kay Dahlgren

Date:

4/6/15

Policy Statement: The purpose of this policy is to identify responsibility for the use of social media at the Oregon State Library.

Authority: Oregon State Library.

Applicability: This policy applies to Oregon State Library employees, volunteers, and other personnel acting in an official capacity on behalf of the State Library when using social media for official State Library purposes.

Attachments: None.

Definitions:

Maintenance: For purposes of this policy, maintenance of social media sites refers to creating, updating, and managing the content of posts and user profiles.

Social Media: For purposes of this policy, social media is a term for a wide spectrum of user-driven content technologies that allow for the creation and exchange of user-generated content. Examples include blogs, Facebook, Pinterest, Twitter, Tumblr, YouTube, etc.

Policy:

The Oregon State Library uses social media where appropriate in order to meet its mission.

Social media:

- Serves as one among other communication channels OSL uses to engage and inform Oregonians.
- Does not serve as the main source of information about the agency, nor does it replace agency websites or other outreach efforts.

The use of social media will be done in accordance with all applicable laws, rules, and state and agency policies including but not limited to:

- Attorney General's Public Records and Meetings Manual
- Oregon Revised Statute Chapter 244 – Oregon Government Ethics law
- DAS Social Networking Guide
- DAS policies
 - Acceptable Use of State Information Assets- NUMBER: 107- 004-110
 - Information Asset Classification -NUMBER 107-004-050
 - Information Security - NUMBER 107-004-052
 - Workplace Effects of Domestic Violence, NUMBER: 50.010.04

- Violence-Free Workplace NUMBER: 50.010.02
- Discrimination and Harassment Free Workplace NUMBER: 50.010.01
- Maintaining a Professional Workplace NUMBER 50.010.03
- OSL Policies
 - Ethics Standards
 - Customer Service
 - Public and Media Relations
 - Public Records Request
 - Affirmative Action and Equal Employment Opportunity
- OSL Guidelines
 - Oregon State Library Social Media Guidelines
 - Information Asset Use, Implementation, and Security
 - Guidance for Retaining OSL Documents and Records

Creation and maintenance of all authorized social media accounts within the agency will be conducted as part of the Oregon State Library's overall communications plan and strategy. The State Librarian will authorize creation and maintenance of all OSL social media accounts.

The State Librarian shall provide and keep the State Library's Social Media Guidelines. The guidelines contain references to resources and include procedures to reinforce acceptable social media use throughout the State Library. The document establishes guidelines for the development and use of social media in an official capacity at the Oregon State Library. Employees and volunteers are expected to follow the guidelines as well as applicable and related policies, rules, and laws. The Social Media Guidelines shall be made available on the State Library intranet.

RESPONSIBILITY

ACTION

State Librarian

Monitor compliance with this policy.
 Authorize official social media accounts and users.
 Maintain a list of social media domains, authorized users, active account logins and passwords.
 Develop and maintain Social Media Guidelines and make it available to State Library employees and volunteers. Notify these groups when changes are made.

Program Managers

Ensure employees, volunteers, and contractors understand and follow this policy and the guidance contained in the Social Media Guidelines.

Authorized users

Adhere to the policy and guidelines including maintaining sites, posting to sites, and keeping records. Do not share login information with unauthorized users.

Employees and volunteers

Follow policy and Social Media Guidelines.

Violation of this policy shall be cause for disciplinary action up to and including dismissal and may carry civil or criminal penalties as provided by law.