



OREGON YOUTH AUTHORITY
Policy Statement
Part I – Administrative Services



Subject:

Publication Management

<i>Section – Policy Number:</i> E: Information Management – 3.1		<i>Supersedes:</i> I-E-3.1 (9/16) I-E-3.1 (12/11) I-E-3.1 (9/09) I-E-3.1 (6/03)	<i>Effective Date:</i> 01/30/2020	<i>Date of Last Review/Revision:</i> None
Related Standards and References:	<ul style="list-style-type: none"> ▪ ORS 183.750 (State agency required to prepare public writings in readable form) ▪ OYA Writing Style Manual ▪ OYA policy: I-E-3.0 (OYA Media Relations) ▪ JJIS policy: Designing JJIS Master Documents 			
Related Procedures:	<ul style="list-style-type: none"> ▪ None 			
Policy Owner: Communications Manager		Approved: _____ Joseph O'Leary, Director		

I. PURPOSE:

This policy's purpose is to ensure all agency printed and electronic documents:

- Achieve their intended purpose;
- Reflect OYA's identity as a single, unified agency;
- Are consistent in certain writing and design elements; and
- Reflect the agency in a positive way.

II. POLICY DEFINITIONS:

Document: Information presented in written or electronic form that discusses or represents OYA services, and includes but is not limited to:

- Letterhead and business cards;
- Newsletters;
- Program information and marketing materials;
- White papers, reports, and issue briefs;
- Budget documents and legislative presentations;
- Materials for youth and families;
- Training materials, including curricula;
- Videos;
- PowerPoint, Prezi, and other presentation formats;
- Social media posts and ads; and
- Websites (including the agency intranet).

Social media: Web-based and mobile communication technologies that allow the creation and exchange of user-generated content such as comments or responsive postings. Examples of “social media” include but are not limited to Twitter, blogging sites, Facebook, YouTube and Instagram.

III. POLICY:

- A. All documents produced by OYA staff represent the agency. Documents must be consistent in style and design. OYA staff must follow these guidelines when writing and preparing all documents, whether for external or internal audiences:
 - 1. Federal ADA communication standards;
 - 2. State of Oregon’s plain language standards; and
 - 3. OYA Writing Style Manual.
- B. Plain language standards include:
 - 1. Using everyday words that convey meanings clearly and directly;
 - 2. Using the present tense and active voice;
 - 3. Using short, simple sentences;
 - 4. Defining words that cannot be properly explained in the text;
 - 5. Using typeface of a readable size;
 - 6. Using fonts and a layout that enhance readability;
 - 7. Separating paragraphs and sections of the document from each other with white space, to improve readability; and
 - 8. Minimizing use of acronyms and jargon.

IV. GENERAL STANDARDS:

- A. External communications
 - 1. All documents that display the official OYA seal or are issued by staff for external audiences represent OYA. Staff producing such documents must work with the OYA Communications Office from initial development through final production to ensure the documents meet all agency requirements regarding writing and design, appropriately reflect the agency’s mission and values, and are cost-efficient.
 - 2. OYA staff must use templates prepared or approved by the OYA Communications Office, when such templates are available.

B. Internal communications

All printed or electronic documents published exclusively for internal agency distribution, such as newsletters or intranet (OYANet) information updates, will be approved through the local management structure. This authority may be delegated locally.

1. Central Office: Director's Office or the appropriate assistant director.
2. Facilities: Superintendent or camp director.
3. Field offices: Field supervisor.

C. OYA forms

The agency forms coordinator is responsible for coordinating the development of and changes to OYA forms to ensure consistent formatting and cataloguing.

Most OYA forms are available on the OYANet Forms site for staff use. The Forms site is maintained by the forms coordinator.

D. Alternate formats and accessibility

1. All publications distributed to the public must be available in alternative formats upon request.

Each document will state: "This publication is available in alternative formats by calling (telephone number)."

2. Documents intended for distribution to the public must include appropriate reference to the OYA website and a contact telephone number (including fax if available) or e-mail address people may use regarding the document.

E. Copyrights

Staff may not use copyright-protected material. Protected material may be used only with the appropriate owner's permission. Notice of that permission must appear on the document in which the material is used.

F. Contractor requirements

1. This policy applies to materials produced under contract. Contract administrators are responsible for relaying recommended or required changes to the contractor.
2. The OYA Budget and Contracts Unit must ensure that contract language reflects this policy.

G. Internet pages and social media

1. Staff may not create independent websites, social media sites, or other Internet-based sites and pages that represent OYA without prior authorization from the OYA Communications Office. This includes websites developed for individual facilities or programs, and any Facebook or other social media pages and sites developed to promote OYA programs or activities.
2. Staff may not post information or links to information that is restricted (e.g., youth information, personnel information).
3. The following are OYA's current official social media sites:
 - a) Facebook: Oregon Youth Authority;
OYA Foster Care;
 - b) Twitter: @OregonYouth;
 - c) LinkedIn: Oregon Youth Authority;
 - d) YouTube: Oregon Youth Authority;
 - e) Instagram: @oregonyouth_oya; and
 - f) Inside OYA blog: www.insideoya.com.
4. The Communications Office is responsible for monitoring OYA's social media sites at least weekly.
5. Any records placed on any social media platform by OYA must be an accurate copy of an official record that is retained elsewhere by OYA, for required record retention purposes.

The Communications Office staff must retain a record of social media posts that are not retained elsewhere by OYA. This includes agency-generated and user-generated posts.

V. LOCAL OPERATING PROTOCOL REQUIRED: NO