



OREGON YOUTH AUTHORITY
Policy Statement
Part I – Administrative Services



Subject:

Publication Management

Section – Policy Number:

E: Information Management – 3.1

Supersedes:

I-E-3.1 (12/11)
I-E-3.1 (9/09)
I-E-3.1 (6/03)

Effective Date:

09/30/2016

Date of Last Review/Revision:
None

Related Standards and References:

- [ORS 183.750](#) (State agency required to prepare public writings in readable form)
- [OYA Writing Style Manual](#)
- OYA Design Guide
- [OYA policy](#): I-D-3.9 (Staff Training)
I-E-3.0 (OYA Media Relations)
- [JJIS policy](#): Creation and Use of JJIS Reports
Designing JJIS Master Documents

Related Procedures:

- None

Policy Owner:

Communications Manager

Approved:


 Fariborz Pakseresht, 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;
- Publications;
- Program informational and marketing materials;
- White papers, reports, and issue briefs;
- Information packets, including budget documents and legislative presentations, and material for youth and families;
- Training materials, including curricula (see related policy I-D-3.9, Staff Training);
- Videos;

- PowerPoint, Prezi, and other presentation formats;
- Social media postings; and
- Websites and Internet links.

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, Flickr, 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 adhere to the following 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;
 3. OYA Writing Style Manual; and
 4. OYA Design Guide.
- 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 or qualified in the text;
 5. Using typeface of a readable size;
 6. Using fonts that enhance readability;
 7. Using layout and spacing that separate paragraphs and sections of the document from each other; and
 8. Minimizing use of acronyms and jargon.

IV. **GENERAL STANDARDS:**

- A. External communications
1. All documents that display the OYA logo 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.
 - a) Standard templates include PowerPoint, Issue Brief, and other documents.
 - b) Use of a nonstandard template must be approved by the OYA Communications Office.

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 according to local protocol.

1. Central Office: Director's Office or the appropriate assistant director.
2. Facilities: Superintendent/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 and TTY if available) or e-mail address people may use regarding the document.

E. Copyrights

Staff must avoid using 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, or post links or information to or from an OYA Web page or OYA social media page that discloses restricted information (e.g., youth information, personnel information) without prior authorization from the OYA Communications Office.

This includes the official OYA website, any 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. The following are OYA's current official social media sites:
 - a) Facebook: OYA Volunteer Services
OYA Foster Care
 - b) Twitter: @OregonYouth
 - c) LinkedIn: Oregon Youth Authority
3. The Communications Office is responsible for monitoring OYA's social media sites for appropriate use at least weekly.
4. 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.

Communications Office staff must retain screen shots 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