

OBA Social Media Policy

Preamble

The Oklahoma Bar Association (the “OBA”) encourages the use of Social Media to enhance collaboration, communication, and information exchange in support of the OBA’s mission. The Oklahoma Bar Association Social Media Policy (the “Policy”) generally provides guiding principles and procedures for the use of these technologies by OBA staff and OBA members when using Social Media technologies in connection with official OBA activities. This policy is meant to compliment and not replace existing policies and procedures governing the conduct of OBA staff and OBA members in their personal and professional activities. The use of Social Media technologies should follow the same high standards of professionalism and conduct that OBA staff and OBA members are expected to exhibit in everything that we do on behalf of the OBA. In the absence of specific policy guidance, common sense and sound judgment should inform the actions of OBA staff and OBA members when using Social Media technologies on behalf of the OBA.

Definitions

- a) **Social Media:** Social Media is designed to be disseminated through social interaction. While Social Media may be used to broadcast information to audiences, what sets it apart is its often public nature and the ease with which the audience can respond or interact with the content. Social Media and networking technologies include, but are not limited to, services such as LinkedIn, Facebook, Flickr, Ning, MySpace, Twitter and other services and “Web 2.0” technologies such as blogs.
- b) **Member Groups:** Member groups include all groups and associations who use the OBA branding and officially represent the OBA to the legal community and to the public. Member groups include, but are not limited to, Sections, Committees, Divisions, and Task Forces.
- c) **Member-to-Member Official Communications:** The primary audience for this type of communication is OBA members and the content is related to an officially sanctioned OBA activity or Member Groups. Examples of this type of communication include, but are not limited to, a Section Facebook page or a Section Twitter account. This type of communication compliments and is intended to serve a purpose similar to the use of a Section Listserv.

- d) **OBA-to-Public Official Communications:** The primary audience for this type of communication is the general public. Examples of this type of communication include, but are not limited to, the official OBA Facebook page or the official OBA Twitter account. This type of communication compliments and is intended to serve a purpose similar to a press release.
- e) **OBA-to-Member Official Communications:** The primary audience of this type of communication is OBA members. Examples of this type of communication include, but are not limited to, the Facebook page, Twitter account or blog of a department, office, or staff member of the OBA and that is intended to and does represent a communication made on behalf of the OBA department, office or staff member in their official capacity. This type of communication compliments and is intended to serve a purpose similar to content that would appear in the Oklahoma Bar Journal.
- f) **Member-to-Public Unofficial Communications:** The primary audience of this type of communication is the general public or potential clients and the communication is not intended to and does not represent a communication made on behalf of the OBA or a Member Group.
- g) **OBA Staff Unofficial Communications:** The primary audience of this type of communication is varied. This type of communication is not intended to and does not represent a communication made on behalf of the OBA or a Member Group. Examples of this type of communication include, but are not limited to, the personal Facebook page, Twitter account, or blog of an OBA staff member.

Policy and Procedure

1. This Policy is not intended to apply to the following types of communications:
 - a. Member-to-Public Unofficial Communications. This type of communication is, however, subject to existing rules governing the conduct of members of the OBA (e.g., Rules of Professional Conduct)
 - b. OBA Staff Unofficial Communications. This type of communication is, however, subject to existing rules governing the private conduct of OBA staff vis-à-vis their employment with the OBA.
2. OBA-to-Public Official Communications over Social Media technologies shall originate with or be approved by the OBA Communications Department. No OBA member, Member Group, or OBA department, office or staff member shall issue this type of communication without the prior approval of the OBA Communications Department.
3. Member-to-Member Official Communications and OBA-to-Member Official Communications over Social Media technologies shall only be issued in compliance with the following guidelines:

- a. It is not the intent of the OBA to censor member or staff communications using Social Media technologies, however, the OBA must retain the ability to monitor these communications for appropriateness and to ensure that the use of Social Media technologies is consistent with best practices and the OBA's mission.
- b. Registration
 - i. Each Member Group, OBA department, office or staff member in their official capacity wishing to create a Social Media presence must complete a Social Media Registration Form and file same with the OBA's Communications Department. The Member Group, OBA department, office or staff member responsible for the Social Media presence is responsible for keeping the Communications Department informed of any changes to the information provided on the Social Media Registration Form. The information collected on said form shall be determined by the Communications Department, but must, at a minimum, include the information necessary for the Communications Department to assume administrative rights over the Social Media presence if necessary to enforce compliance with this Policy.
- c. Content
 - i. User/Profile names, when applicable, should reflect, as closely as possible, the Member Group or OBA department, office or activity name and affiliation with the OBA (e.g., OBALawDayCommittee, OBALawRelatedEd, OBAFamilyLawSect).
 - ii. User/Profile images, when applicable, should be consistent with OBA branding guidance provided by the Communications Department or the Web Services Department.
 - iii. All content posted, including, but not limited to, status updates, general information, shared links, reposts, pictures, blog posts, and video content should represent the OBA and the profession well
- d. Enforcement
 - i. In the event that any Member Group, OBA department, office or staff member fails to comply with this Policy, the Communications Department may suspend or revoke the ability of the offending party to use Social Media technologies in connection with OBA activities.
- e. Commenting/Feedback
 - i. Social Media is often interactive and public in nature and the OBA encourages community participation. The sponsoring Member Group, OBA department, office or staff member may determine

whether to allow public commenting/feedback in response to communications using Social Media technology. If the Social Media technology allows for the sponsor to moderate comments/feedback before they are published, this practice is encouraged. If the Social Media technology does not provide for the ability to moderate comments/feedback before they are published, the sponsor must proactively monitor the Social Media platform for inappropriate comments/feedback. When evaluating comments/feedback, consider whether it is constructive. If the comment/feedback is constructive, the sponsor is encouraged to engage the person providing the comment/feedback either publically or privately. If the comment is not constructive or is vulgar, irrelevant or offensive, the sponsor is encouraged to prevent it from being published or, if it is already published, to remove it.

f. Advertising

- i. Member Groups, OBA departments, offices and staff members shall comply with the OBA's policies regarding referrals and advertising and Social Media technologies should not be used in any manner that is inconsistent with existing OBA policy in this regard. Some Social Media technology platforms present advertising alongside user content. Member Groups, OBA departments, offices and staff members are not prohibited from using a Social Media technology platform because of this fact alone, but should not use any such platform if a reasonable user of the Social Media platform could conclude that the Member Group, OBA department, office or staff member is endorsing the advertiser.

g. Stale Content Prohibited

- i. Member Groups, OBA departments, offices and staff members using Social Media technologies for Member-to-Member Official Communications and OBA-to-Member Official Communications should endeavor to regularly update their Social Media content. It does not reflect well on the OBA when information is outdated and the failure of any Member Group, OBA department, office or staff member to keep their respective Social Media content current may result in the Communications Department requiring that the Social Media channel be deleted or hidden from view.

APPROVED by BOG 08/26/11