

SOCIAL MEDIA:

(1) Policy

OBA Social Media Policy

Preamble

The Oklahoma Bar Association (the “OBA” or “Association”) participates in 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, procedures, and a framework for OBA staff and members when using social media platforms in connection with official OBA activities. This policy is meant to complement and not replace existing policies and procedures governing the conduct of OBA staff and members in their personal and professional activities. The use of social media should follow the same high standards of professionalism, ethics, and conduct that staff and members are expected to exhibit as representatives of the OBA. In the absence of specific policy guidance, common sense and sound judgment should inform the actions of OBA staff and members when using social media on behalf of the OBA.

Definitions

- a) **Social Media:** social media is designed to share information, ideas, content, and networks through social interaction and encourages public engagement with the originating party, the content and other users. Most social media platforms use algorithms that sort posts in their users’ feed based on relevancy. Social media and networking platforms include, but are not limited to, LinkedIn, Facebook, Instagram, Twitter, TikTok, YouTube, and other services and communications such as websites, blogs and vlogs.
- b) **OBA Communities** is an official communications channel that supports and facilitates member-to-member communications, discussions, libraries and events. OBA Communities functions somewhat similarly to social media in a members-only, non-public forum that is not algorithm-based, meaning there is a higher likelihood that members of the Community will see the content.
- c) **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.
- d) **Member-to-Member Official Communications:** OBA members are the primary audience for this type of communication and the content is related to an officially sanctioned OBA activity or member groups. Examples include but are not limited to

posts within OBA Communities and requests for information to be shared on the OBA primary social media accounts.

- e) **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 official OBA accounts on any social media platform. This type of communication complements and is intended to serve a purpose similar to traditional communications methods.
- f) **OBA-to-Member Official Communications:** OBA members are the primary audience for this type of communication. Examples include but are not limited to posts made from official OBA accounts on any social media platform and/or posts or commentary by OBA-affiliated individuals that is intended to and does represent a communication made on behalf of the OBA its official capacity. This type of communication complements and is intended to serve a purpose similar to content that would appear in the Oklahoma Bar Journal.
- g) **Member-to-Public Unofficial Communications:** The general public and/or potential clients are the primary audience for this type of communication. The communication is not intended to and does not represent a communication made on behalf of the OBA or a Member Group.
- h) **OBA Staff Unofficial Communications:** The primary audience for 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 include, but are not limited to, the personal social media accounts, websites or blogs 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 shall primarily take place via OBA Communities. In the event an OBA member, Member Group, or OBA department, office or staff member desires to share information with the general public through the OBA's primary public social media channels or via other public

digital communications channels such as websites, a request may be sent to the OBA Communications Department. OBA Communications is tasked with ensuring the requested content is appropriate for and relevant to the OBA's public audience.

4. OBA-to-Member Official Communications over social media shall only be issued in compliance with the following guidelines:
 - a. The OBA Communications Department is tasked with originating and monitoring these communications for appropriateness and to ensure the use of social media is consistent with best practices and the OBA's mission.
 - b. Content
 - i. User/Profile images, when applicable, should be consistent with OBA branding guidance provided by the Communications Department.
 - ii. All content posted, including but not limited to, status updates, general information, shared links, reposts, pictures, blog or vlog posts, and video content should represent the OBA and the profession well. This is especially important as almost all social media content is archived on the internet.
 - iii. Photos and/or videos of minors under the age of 18 should not be posted without written consent from the parents or guardians.
 - c. Commenting/Feedback
 - i. Social media is interactive and public in nature and the OBA welcomes community participation. If the social media platform allows for the sponsor to moderate comments/feedback before they are published, this practice is encouraged. If the social media platform does not provide for the ability to moderate comments/feedback before they are published, the sponsor must proactively monitor the relevant page for inappropriate comments/feedback. When evaluating a comment or other 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 publicly or privately. If the comment is not constructive or is vulgar, inappropriate, irrelevant, discriminatory, threatening or offensive, the sponsor is encouraged to prevent it from being published or, if it is already published, to remove it.
 - d. Advertising
 - i. Some social media platforms present advertising alongside user content. Care should be taken to avoid utilization of such platform if a reasonable user could conclude that the OBA is endorsing the advertiser.

e. Stale Content Prohibited

- i. Staff responsible for managing OBA social media accounts must regularly update the Association's Social Media content. It does not reflect well on the OBA when information is outdated.

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