



**Version No.:**

5

**SECTION CODE:**

**Effective Date:**

1/8/14

**Recommended By:**

8.8

**OMPA Policy & Procedures**

**Approved By:**

DWO  
1/10/14

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**TITLE:**

**OMPA Social Media Policy**

**Purpose:**

At OMPA, we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. Oklahoma Municipal Power Authority (OMPA) does utilize social media tools in order to reach a broader audience. To assist you in making decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all employees who work for OMPA.

**Guidelines:**

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's blog, personal web site, social networking, web bulleting, whether or not associated or affiliated with OMPA, as well as any other form of electronic communication. The same principles and guidelines found in OMPA policies apply to your activities online. Ultimately you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects members, customers, suppliers or OMPA's legitimate business interests may result in disciplinary action up to and including termination.

**Policy:**

(1.) General Social Media Use

- A. Carefully read these guidelines, OMPA's Ethics statement, OMPA's policy on Discrimination and Harassment Prevention and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may be subject to disciplinary action up to and including termination.

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- B. Always be fair and courteous to fellow associates, customers, members, suppliers or employees who work on behalf of OMPA. Also, keep in mind that you are more likely to resolve work related complaints by speaking directly to your co-workers or by utilizing Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage customers, members, associates or suppliers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or OMPA policy.
- C. Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about OMPA, fellow associates, members, customers, suppliers, people working on behalf of OMPA or competitors.
- D. Post only appropriate and respectful content.
1. Maintain the confidentiality of OMPA trade secrets and private confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications.
  2. Do not create a link from your blog, website or other social networking site to OMPA's website. Release of OMPA records is governed by the Oklahoma Open Records Act (Title 51 O.S. Sec. 24 A.5) and approved in accordance with OMPA policy and procedures.
  3. Express only your personal opinions. Never represent yourself as a spokesperson for OMPA. If OMPA is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of OMPA, fellow employees, members, customers, suppliers or people working on behalf of OMPA. If you do publish a blog or post online related to

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the work you do or subjects associated with OMPA, make it clear that you are not speaking on behalf of OMPA. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of OMPA."

- E. Employees are to refrain from using social medial while on work time or on OMPA equipment, unless it is work-related as authorized by your manager or consistent with policy. Do not use OMPA email addresses to register on social networks, blogs or other online tools utilized for personal use.
- F. Retaliation is prohibited. OMPA prohibits negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

(2.) OMPA's Social Media Page

- A. All OMPA social media sites posted by departments will be subject to approval by the General Manager.
- B. OMPA's website ([www.ompacom.com](http://www.ompacom.com)) will remain the Authority's primary and predominant Internet presence.
- C. The best, most appropriate OMPA uses of social media tools fall into two categories:
  - 1. As channels for disseminating time-sensitive information as quickly as possible (example: outages).
  - 2. As marketing/promotional channels which to increase the Authority's ability to broadcast its messages to the widest possible audience.
- D. Wherever possible, content posted to OMPA social media sites will also be available on OMPA's main website.
- E. Wherever possible, content posted to OMPA social media sites should contain links directing users back to OMPA's official website for in-depth

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information, forms, documents or online services necessary to conduct business with OMPA.

- F. Only individuals authorized by OMPA may publish content to OMPA's website or social media sites.
- G. As is the case for OMPA's website, the designated Member Services representative, IT representative and/or Human Resources representative will be responsible for the content and upkeep of any social media sites their department may create.
- H. Social Media content postings will reflect OMPA's stated goals for using the technology and should enhance OMPA's communication efforts.
- I. Information posted should be relevant and timely and should not be designed to raise partisan questions, issues or promote a political agenda or campaign.
- J. When the commenting functionality is used, all comments must be moderated by an authorized staff member assigned by OMPA.
- K. OMPA social media site articles and comments containing any of the following forms of content shall not be allowed:
  - 1. Comments not topically related to the particular social medium article being commented upon;
  - 2. Comment in support of or opposition to political campaigns or ballot measures;
  - 3. Profane language or content;
  - 4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
  - 5. Sexual content or link to sexual content;
  - 6. Solicitations of commerce;

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- 7. Conduct or encouragement of illegal activity;
- 8. Information that may tend to compromise the safety or security of the public or public systems; or
- 9. Content that violates a legal ownership interest of any other party.

**These guidelines must be displayed to users or made available by hyperlink.**

- L. All OMPA social media sites shall comply with OMPA's ethics policy and administrative rules.
- M. All content, comments and replies posted on OMPA's social media, Web 2.0 or social networking technology are subject to the Oklahoma Open Records Act.
- N. If a copyright is indicated on a video, photo, graphic, or other material, permission to use these materials must be obtained from the original source prior to use.
- O. If an employee responsible for maintaining content of a site, page, social media, Web 2.0 or social networking technology leaves OMPA, his/her access to the technology shall be removed.
- P. OMPA reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
- Q. OMPA will approach the use of social media tools as consistently as possible.
- R. All new social media tools proposed for OMPA must be approved by the General Manager.
- S. Administration of OMPA social media sites.
  - 1. OMPA's IT department will maintain a list of all OMPA social media sites, including login and password information. The designated Member Services representative will inform IT of any new social media sites or administrative changes to existing sites.

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- 2. OMPA must be able to immediately edit or remove content from social media sites.
  
- T. The following social media tools have been approved for use by OMPA: Facebook, Twitter, LinkedIn, YouTube and QR Codes.