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**OMPA Policy & Procedures**

**Approved By:**

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**TITLE:**

**OMPA Social Media Policy**

**Purpose:**

To address the fast-changing world of the Internet and the way residents communicate and obtain information online, the Oklahoma Municipal Power Authority (OMPA) will be using social media tools in order to reach a broader audience.

**Policy:**

- (1.) All OMPA social media sites posted by departments will be subject to approval by the General Manager.
- (2.) OMPA's website ([www.ompa.com](http://www.ompa.com)) will remain the Authority's primary and predominant Internet presence.
  - A. 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.
  - B. Wherever possible, content posted to OMPA social media sites will also be available on OMPA's main website.
  - C. Wherever possible, content posted to OMPA social media sites should contain links directing users back to OMPA's official website for in-depth information, forms, documents or online services necessary to conduct business with OMPA.
- (3.) Only individuals authorized by OMPA may publish content to OMPA's website or social media sites.

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- (4.) As is the case for OMPA's website, the Member Services Rep, Senior Network Administrator and Human Resources will be responsible for the content and upkeep of any social media sites their department may create.
- (5.) Social Media content postings will reflect OMPA's stated goals for using the technology and should enhance OMPA's communication efforts.
- (6.) Information posted should be relevant and timely and should not be designed to raise partisan questions, issues or promote a political agenda or campaign.
- (7.) When the commenting functionality is used, all comments must be moderated by an authorized staff member assigned by OMPA.
- (8.) OMPA social media site articles and comments containing any of the following forms of content shall not be allowed:
  - A. Comments not topically related to the particular social medium article being commented upon;
  - B. Comment is support of or opposition to political campaigns or ballot measures;
  - C. Profane language or content;
  - D. Content that promotes, fosters, or perpetuated 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;
  - E. Sexual content or link to sexual content;
  - F. Solicitations of commerce;
  - G. Conduct or encouragement of illegal activity;
  - H. Information that may tend to compromise the safety or security of the public or public systems; or
  - I. Content that violates a legal ownership interest of any other party.

hyperlink.

- (9.) All OMPA social media sites shall comply with OMPA's ethics policy and administrative rules.
- (10.) 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.
- (11.) 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.
- (12.) 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.
- (13.) OMPA reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
- (14.) OMPA will approach the use of social media tools as consistently as possible.
- (15.) All new social media tools proposed for OMPA must be approved by the General Manager.
- (16.) Administration of OMPA social media sites.
  - A. OMPA's Senior Network Administrator will maintain a list of all OMPA social media sites, including login and password information. Member Services will inform the Senior Network Administrator of any new social media sites or administrative changes to existing sites.
  - B. OMPA must be able to immediately edit or remove content from social media sites.
- (17.) The following social media tools have been approved for use by OMPA: Facebook and Twitter.