

SECTION 37

SOCIAL MEDIA CHANNELS AND USAGE STANDARDS PROTOCOL

Purpose

As the use and availability of social media continues to grow the Oregon Public Purchasing Association (OPPA) will augment traditional communications methods with the use of Social Media Channels to enhance communication, collaboration, and information exchange to further the OPPA's missions and goals. These guidelines establish the social media use policies, protocols and procedures intended to mitigate associated risks from use of this media where possible. OPPA

Applicability

This policy applies to all OPPA committees, members and partners performing business on behalf of the OPPA.

Definitions

1. A *Social Media Channel* is a site used by the OPPA's Communications chair or designee, to promote OPPA events, classes, announcements and members.
2. An *OPPA Associated Site* is one that is managed and maintained by the OPPA. Ownership is with the OPPA and not with individuals in the organization.
3. A *Third-Party Site* is one that is managed and maintained by organizations or persons who do not represent the OPPA in an official capacity. Ownership is with the third-party person or organization and not with the OPPA.

Inappropriate content for social media sites is defined as content that promotes or condones behavior that violates OPPA policies or local, state or federal law. Content with questionable language or material might not be appropriate in order to maintain the professional image of the OPPA. See the [NIGP Code of Ethics](#).

4. A *Social Media Coordinator* for social media sites shall include the Vice President, Communications Director and the Communications Committee Chair or designee.

Responsibility

The OPPA Communications Chair, or their designee, is responsible for facilitating the OPPA's Social Media Policy in compliance with established Board rules and policies. This includes responsibility to audit the use of OPPA sites, channels, and networks.

Policy

1. OPPA use of social media shall conform to the policies, protocols and procedures contained, or referenced, within this document.
2. OPPA's decision to utilize social media has been approved by the Board. If any new social media channels like to be used, the Committee Chair shall seek Board approval prior to use.
3. The Communications Chair, or their designee will be responsible for determining who is authorized to use social media on behalf of the OPPA, and for designating appropriate access levels.

4. OPPA Committees shall only utilize OPPA board approved social media channels for hosting official OPPA social media sites.
5. OPPA social media sites shall be created and maintained in accordance with OPPA usage standards and include the OPPA branded logo.
6. The same standards, principles and guidelines that apply to OPPA members posted in member connect area of Chapter Manager in the performance of their OPPA duties apply to OPPA social media technology use.
7. OPPA social media sites shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, OPPA at risk.

Procedures

Policy 1. OPPA Social Media Channels shall:

1. Comply with all applicable federal, state, and county laws, regulations and policies including, but not be limited to, copyright, First Amendment, privacy laws, and Social Media usage policies.
2. Establish and utilize social media in accordance with the OPPA's approved Social Media Channels and Usage Standards.

Policy 2. OPPA's Decision to Utilize Social Media

The OPPA's decision to embrace social media shall be a risk-based business decision approved by the Board that considers the OPPA's mission and goals, audience, legal risks, technical capabilities and potential benefits.

Policy 3. Access to Social Media Networks

Access to authoring Social Media Channels from within OPPA's infrastructure is limited to individuals performing official OPPA business and to others designated granted access.

1. The Communications Chair shall make a diligent effort to provide authorized users access to Social Media Channels.
2. OPPA hosted websites shall not contain automatic feeds to uncensored social media site content. Prior to approving content for display on OPPA websites or Social Media Channels, the Committee Chairs shall have monitoring protocols in place to ensure content and links are appropriate and free from harmful attacks.
3. The OPPA Board shall review the Social Media Policy and controls at a minimum of once a year.

Policy 4. Authorized Use

The OPPA Social Media Chair and the Communications Director are responsible for determining who is authorized to use any social media channel on behalf of OPPA, for designating appropriate access levels and approving such access.

1. Social media access shall be limited only to those with appropriate approval and a clear business purpose to use the medium.
2. Appropriate access levels include identifying what sites, or type of sites, the individual is approved to use, as well as defining capability: publish, edit, comment or view only shall be reviewed as needed, but not less than once annually.

Policy 5. Approved Social Media Networks

Committees shall only utilize OPPA approved Social Media Channels for hosting official Committee social media sites.

1. Social Media Channels under consideration will be reviewed and approved by the Board.
2. For each approved Social Media Channel/site, usage standards will be developed to optimize use of the site in correlation with the OPPA's overall mission.
3. Social Media Channel on the approved list shall be reviewed annually for changes to terms of use agreements and/or new/expired offerings.

Policy 6. Official OPPA Media Sites

OPPA Social Media Channels shall be created and maintained in accordance with the OPPA's social network usage standards and with identifiable characteristics of an official OPPA site.

1. OPPA Social Media Channels shall be created using an official OPPA email account, and official logo.
2. Sites shall contain visible elements that identify them as an official OPPA sites. Among other items, this includes displaying OPPA logos, brands, contact information, and a link to OPPA website.

Policy 7. Social Media Content

Committee Chairs are responsible for establishing content to be sent to the Social Media Chair or designee to post to Social Media Channels.

1. For all OPPA Social Media Channels, Communications Chair are responsible for the content posting and upkeep of Social Media Channels.
2. All Social Media Channels shall have a link back to the OPPA Website.
3. Information and comments shared through Social Media Channels shall fully comply with the OPPA's Communications Policies and Procedures and shall not disclose confidential or proprietary information.
4. Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to, quotes, images, documents, links, etc.
5. Electronic information posted to OPPA social media may be considered a record.
6. The Communication Chair or designee is responsible to approve postings.
7. Sites that allow public comment shall inform visitors of the intended purpose of the site and provide a clear statement of the discussion topic introduced for public comment so that the public is aware of the limited nature of the discussion and that inappropriate posts are subject to removal, including but not limited to the following types of postings regardless of format (text, video, images, links, documents, etc.):
 - a. Comments not topically related;
 - b. Profane language or content;
 - c. Content that promotes, fosters or perpetuates discrimination based on race, creed, color, age, religion, gender, marital status, status with regards to public assistance, national origin, physical or mental disability or sexual orientation;

- d. Sexual content or links to sexual content;
- e. Solicitations of commerce, unless topically appropriate;
- f. Conduct or encouragement of illegal activity;
- g. Information that may tend to compromise the safety or security of the public or public systems;
- h. Content that violates a legal ownership interest of any other party.

Policy 8. User Behavior

The same standards, principles and guidelines that apply to OPPA Members in the performance of their assigned duties apply to OPPA social media technology use.

1. Authorized Social Media Channel Administrators participating in personal social networking discussions related to OPPA business matters shall indicate that viewpoints are personal and may not reflect OPPA opinion.

Policy 9. Site Monitoring

OPPA Social Media Channels shall be monitored regularly and prompt corrective action shall be taken when an issue arises that places, or has potential to place, the OPPA at risk.

1. Social Media Channel coordinators shall review site activity and content regularly for exploitation or misuse.
2. OPPA Chairs utilizing Social Media Channels shall be responsible for monitoring member use of social media and social networking websites.
3. Social Media Channels that allow the public to post comments, links or material directly onto their social media sites shall have an established process to verify that postings meet the rules established under Policy 7 above. Posts deemed technically harmful or inappropriate shall be removed by the Channel Administrator.