



Oklahoma Library Association Communications Guidelines

The Communications Guidelines applies to all areas of the Association and/or anyone acting on behalf of the Oklahoma Library Association. The OLA Marketing and Communications Chair maintains this document, and any changes are not final until approved by the Executive Board.

OLA's communications channels serve two basic purposes:

- To provide the Association members and the general public with access to official OLA information
- To distribute information relevant to the professional interests and needs of Oklahoma librarians

Guidelines for OLA Website Homepage

The OLA Website serves as the primary resource for current and historical information concerning the Oklahoma Library Association and its activities. Certain sections of the site are password protected and restricted to OLA members; the remainder of the site is available to the public.

- Any information that is to be added to the main OLA homepage must be posted by the OLA Webmaster or the Association's management company.
- At a minimum, the following will be accessible from the homepage:
 - Workshop information with links to other relevant information about and links to Divisions, Roundtables, and Committees (DRoCs)
 - OLA Calendar
 - Endowment
 - Sequoyah Awards
 - Membership forms
 - Contact information for the Association
- Social networking accounts identified as the Oklahoma Library Association are used to disseminate information, and the Executive Board will make decisions on adding, changing, and/or deleting the account(s) that are linked from the homepage.
- Concerns about homepage content should be submitted to the Webmaster, Marketing and Communications Committee Chair, and the President.

Guidelines for OLA Logos

- Oklahoma Library Association logos may only be used with prior approval from OLA for a specific use. Outside vendors must submit written permission to the OLA Executive Board for use of any of OLA's logos, including but not limited to the official Association logo, the annual conference logo, and the OLA Sequoyah Book Award logo.
- Use only official logos provided at www.oklibs.org or as provided by either the OLA President or the Marketing and Communications Chair.
- Oklahoma Library Association logos may not be modified or altered with the exception of resizing.
- If the logo needs to be resized, it should be scaled proportionally and without distortion.
- Oklahoma Library Association logos may not be incorporated into other logos, and must be separated from other logos by white space.
- Logos must be displayed in whole and may not be obscured by background images or other design elements.
- If the logo is used online, a link must be included to <http://www.oklibs.org/>.
- Annual conference logos from previous years are retired and are not to be used on new materials or merchandise. They should only exist on merchandise purchased from that conference year until merchandise is sold.
- DRoCs wishing to create their own logo must request permission from the OLA Executive Board and may be limited to only Divisions and Roundtables.

Guidelines for OLA Email

- The Marketing and Communications Committee will appoint the person(s) responsible for distributing email to membership and/or affiliates at the beginning of each fiscal year. The OLA President or someone acting on behalf of the OLA President may distribute email to the membership and/or affiliates at any given time.
- The appointed person(s) will determine a schedule for regularly sent emails and collect information to be included in forthcoming emails. Time-sensitive information may be distributed at any time.
- Emails sent out on behalf of OLA should be proofed for accuracy, spelling, working hyperlinks, etc., and sent as a test email prior to distribution to membership and/or affiliates.
- Emails sent out on behalf of OLA must abide by member's opt-in/opt-out preference and utilize the features in the bulk email system to ensure these preferences are honored.
- Emails should utilize pre-set templates to ensure brand consistency and should always include the official Association logo. Emails with single blocks of text are not recommended, as they are not visually attractive or representative of the Association's brand.
- Timing should be taken into consideration when distributing emails. It is recommended that multiple announcements be grouped together in a single email to ensure that the membership is not bombarded with several emails at once.

- Email content should include information shared to post@oklibs.org, DRoC workshop announcements, annual conference updates, library community news, and/or other items deemed of interest to the Oklahoma library community. The Marketing and Communications Committee reserves the right not to include information deemed inappropriate or irrelevant to the membership and/or affiliates.

Guidelines for Divisions, Roundtables and Committees (DRoCs)

General Guidelines

- DRoC chairs will use the online membership list in the member area to communicate with their members.
- DRoC chairs will ensure that their online member lists are up-to-date.
- Each DRoC chair will either serve as or appoint a communications officer at the beginning of the OLA fiscal year. This officer will be responsible for updating the DRoC webpage and coordinating communications with the Association's management company and the Marketing and Communications Committee.
- OLA divisions and roundtables have the option to appoint one of their members as a marketing liaison at the beginning of the OLA fiscal year, to serve on the Marketing and Communications Committee for that year. If a division or roundtable does not choose their own liaison, a member of the Marketing and Communications Committee will be assigned to them, to assist with marketing efforts for that division or roundtable. OLA committees may also be assigned a marketing liaison, as needed. All marketing liaisons not appointed by a division or roundtable will be appointed by the Marketing and Communications Chair at the beginning of the OLA fiscal year.

Website

- DRoCs shall maintain a public webpage, accessible to everyone, and a member area, accessible only to current OLA members.
 - Public pages (at a minimum) should provide a description of the DRoC, contact information for the current chair, a link to the OLA calendar for information on upcoming meetings, and a link to the member area.
 - The member area (at a minimum) should make available meeting minutes, a link to the OLA Calendar for information on upcoming meetings, and a link to a list of the current DRoC membership.
- To meet IRS guidelines, meeting minutes must be posted to the DRoC pages within two weeks after approval by the DRoC.
- Draft (unapproved) minutes may be posted to the DRoC pages as long as they are clearly labeled as draft.
- Use of copyrighted material requires written permission, and the permission will be documented on the website with the use of the phrase "Used with permission." It is the responsibility of the DRoC to comply with copyright laws.

- DROCs are responsible for the accuracy and currency of the site's content and for presenting a professional and positive image of the Oklahoma Library Association. Hyperlinks to websites outside OLA should be relevant to the interests of DROC members and should be checked at regular intervals to ensure that they are still "live" (i.e., linked to the site and page they are supposed to be).
- Any content determined not to adhere to OLA's mission may be removed at the discretion of the Webmaster, the OLA President, and/or the Marketing and Communications Committee.

DROC Meetings

- DROCs doing the work of the Association that involves deliberations regarding individuals or other confidential information (e.g., Awards Committee, Scholarship Committee or Nominating Committee) should be conducted face-to-face or via teleconference or videoconference to preserve privacy. Do not assume that electronic discussions are private. DROC Chairs should consult with the Marketing and Communications Committee Chair if they are unsure if DROC business involves confidential or private information.
- It is recommended that the first meeting of each DROC at the beginning of a new OLA fiscal year be held face-to-face, if possible. At that meeting, the DROC may decide to conduct business using various forms of electronic communication.
- When a DROC holds meetings via distance conferencing (e.g., WebEx, Zoom, videoconferencing, etc.), it is important for the Chair to communicate access points and contact information for joining the meeting to the Association's management company, the President, and the DROC membership.

Guidelines for the OLA Calendar

- OLA, MPLA, and ALA meetings and events will be posted on the OLA calendar by the Association's management company. Other library-related events that may affect the work of the Association will also be posted at the discretion of the OLA President and/or Marketing and Communications Committee.
- Calendar events of DROCs including meetings, workshops, and conferences are to be submitted by the DROC Chair to the Association's management company via email.

Policy for Approval and Operation of Social Networks

This policy provides a governance of content created on official OLA social media channels by OLA membership. For the purpose of these guidelines, social network is identified as any official OLA online community by which OLA membership uses electronic communication to share information, ideas, personal messages, and other content (such as video) concerning OLA and Oklahoma library-related issues and subjects. This policy applies to all social media content generated for official OLA social media channels.

- The Marketing and Communications Chair, in conjunction with the Vice Chair/Chair-Elect, will maintain a master list of all OLA social networks.
- Divisions may have social media pages/accounts (such as Facebook, Twitter, and Instagram) while committees and roundtables may utilize social media groups (such as a Facebook group) to communicate with members at the approval of the Marketing and Communications Committee.
- The Marketing and Communications Chair will ensure that the OLA President and relevant Division chairs are given administrative access to social media accounts during DRoC leadership transitions.
- DRoC and OLA Leadership will have their administrative access to OLA social media accounts removed upon completion of their term by the Marketing and Communications Chair.
- The Marketing and Communications Chair may add members of the Marketing and Communications Committee as administrators for certain social networks to assist with content creation and management.

Posting Social Media Content

- OLA social media contributors should abide by the terms of service, terms of use, privacy policies, and all other policies and requirements of the service on which content is posted (e.g., Facebook, Twitter).
- If posting content other than your own (with permission), credit the author and/or rights appropriately.
- You may **not** post content that:
 - Criticizes in any way other than constructively an OLA DRoC, member, partner, or sponsor of OLA itself, or the work of any of these.
 - Includes any comment other than neutral comments about any sponsor, partner, or vendor/exhibitor of OLA. This includes but is not limited to endorsements, comparisons, product reviews, complaints, and criticisms.
 - Contains information about award committee activities prior, during, or after closed award committee meetings, discussions, or votes.
 - Constitutes hate speech or defamation, is personally insulting, is threatening, infringes on someone else's privacy, or is in any other way inappropriate for or harmful to the purpose of OLA generally or any of its DRoCs.
 - Serves to bully, intimidate, or harass any person or other treat any person in an intentionally demeaning or hurtful manner.
 - Calls for a boycott of a product or company.
 - Endorses or opposes any federal, state, or local candidate running for political office.
- If any sanctioned OLA generated social media content may violate the OLA Communications Guidelines, notify the OLA Marketing and Communications Committee or the OLA President.
- Any content determined not to adhere to OLA's mission may be removed at the discretion of the OLA President or the Marketing and Communications Committee.

Facebook Events

The Marketing and Communications Committee will create Facebook events for the following:

- Annual Conference
- Workshops
- Membership Social Events
- Other OLA-sponsored events on an as-needed basis

Hashtags

The Marketing and Communications Committee will determine and distribute the official annual conference hashtag to follow the format #OLAAC[year] (eg., #OLAAC20).

Posts made regarding school librarianship can use the #OKSLife hashtag.

Content Submission

All content to be considered for inclusion on OLA communication channels needs to be routed appropriately:

- For internal news and events, DRoC leaders should contact their designated marketing liaison.
- All workshops and events approved by the Executive Board will be promoted on official OLA social media accounts. Specific promotional language and materials can be sent to post@oklibs.org
- For external news, users can tag the OLA account in a comment or post, or they can send a direct message to the OLA account on the relevant social media platform. Emails may also be sent to marketing@oklibs.org.
- Stories of interest to the Oklahoma library community may be submitted using the Library Story Submission Form on the OLA website.

The Marketing and Communications Chair and appointed committee members will review content submitted, determine its appropriateness against the OLA Communications Guidelines, and format the submissions accordingly to best engage the OLA audience.

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Separation from OLA Handbook approved by the OLA Executive Board March 16, 2018

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