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 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 President.
- 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
    - *Oklahoma Librarian*
    - 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, 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, up to and including 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, Communications Chair, or Marketing 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 proportionately 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.

Guidelines for OLA Email

- The 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 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 Communications Committee reserves the right to determine content to be not appropriate or relevant 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, the *Oklahoma Librarian*, and the Communications Committee.

Website

- DRoCs shall maintain a public webpage, accessible to everyone, and a member area, accessible only to current OLA members.

A. 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.
B. 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 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 insure that they are still "live" (i.e., linked to the site and page they're 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 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. If you are unsure if the business of your DRoC involves confidential or private information, consult with the Communications Committee Chair.
- It is recommended that the first meeting of each DRoC at the beginning of a new OLA year be held face-to-face. 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, Polycom, videoconferencing, etc.), it is important for the Chair to communicate access points and contact information for joining the meeting to the Executive Director, 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 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.

Guidelines for *Oklahoma Librarian*

- Published 6 times per year, the first week of January, March, May, July, September, and November
- Deadline for article submission is the 15th of the following months: February, April, June, August, October, and December
- Send submissions to the newsletter editor at editor@oklibs.org.

- Content may include book reviews, information about workshops and events, opinion pieces, and articles and columns relevant to the library profession.
- Submitted photographs must be 300 dpi and must include attribution as well as any relevant permissions.
- For additional information, refer to Appendix G of the Oklahoma Library Association Handbook.

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. Examples of social media networks include but are not limited to Twitter, Facebook, Instagram, Pinterest, YouTube, Periscope, OLA website, etc. This policy applies to all social media content generated for official OLA social media channels. The social media policies are meant to work in correlation with existing OLA communication guidelines**.**

- Requests for DRoC social networking sites must be submitted to the Communications Committee, which is responsible for approval and set up.
- All DRoCs must provide the Communications Chair with administrative access (username and password).
- The Communications Chair will maintain any Facebook pages representing the organization by utilizing the Facebook's Business Page Manager.
- The Communications Chair will maintain a master list of OLA DRoC administrative access to OLA social networks and provide that list to the OLA President and the Association's management company
- Working in coordination with the Association's management company, the Communications Chair will assure DRoC leadership access to social media platforms is uninterrupted during DRoC leadership transitions.
- DRoC Chairs should contact the Communications Chair for administrative access to their DRoC's social media network(s).
- DRoC and OLA leadership will have their administrative access to their affiliated OLA social network removed upon completion of their term by the Communications Chair.

Posting Social Media Content

- The DRoC Chair is the ultimate spokesperson for that DRoC. Therefore, DRoC members must comply if the Chair asks that members limit their social media activity on a DRoC social media platform. Chair should remind DRoC members of this at the start of each conference year.
- 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.
  - Without prior permission of the OLA President and/or the Communications Committee, 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 Social Media Policy, notify the OLA 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 Communications Committee.

Best Practices for Social Media

Social media is an invaluable tool for communicating the mission and efforts of OLA and engaging the Oklahoma library community. Social media content can increase OLA's impact and aid in expanding OLA's reach.

While an essential communication tool, social media can present challenges. The following is a guide to assist OLA and DRoC leadership when constructing their unique and effective social media voice to reflect the core values of OLA.

- Ask yourself if the content will improve the knowledge or skills of OLA members, contributes directly or indirectly to the improvement of OLA, builds a sense of community, or helps to promote OLA's mission.
- Use images when possible. Be sure to provide appropriate citation especially if you did not generate the image. Consider whether you have permission of any individuals that may appear in your image.
- Consider the makeup of your audience. Create content that reflects your role with your DRoC or OLA. Share information about the work of OLA or your DRoC, news and announcements, or content related to your DRoC's mission. Keep content concise and to the point, but ensure value is provided.
- Provide attribution and/or include link to content source that is not comprised of your own original work.

- Post content regularly. Consider posting content a minimum of once a week. Recommend three posts per week as appropriate for the channel format. For example, it is realistic to make three Facebook posts a week, but perhaps for a YouTube channel, posting less frequently is a more sensible practice.
- Remember to retain the "social" aspect of social media. Engage your audience often as opposed to continually pushing information out. For example, post questions and entertaining content periodically. Also, reply to comments and questions publicly on the social media channel as opposed to privately.
- Keep in mind that interactions in social media are not private. Consider whether your content reflects a personal or professional dialogue. Maintain respect and civility when constructing social media content that represents OLA in an official capacity.
- Use specific tags when posting content (e.g., #OLA, #iCon2015) to help facilitate that your message reaches its target audience.
- Strive to ensure content is factual and professional (always verify any facts, dates, etc. before posting).
- Check spelling and grammar.
- Monitor your social media channel regularly for activity. Be responsive to comments and interactions that need attention, ideally responding to posts within 3 days. Consider not censoring negative comments. Use your discretion when considering a civil and professional response versus ignoring a comment all together. If unsure how to handle a challenging situation, do not hesitate to seek assistance from the OLA Communications Committee, which includes the OLA President and the OLA Executive Director.
- Bring out your own personality and share thoughts in a respectful and professional tone.
- Avoid social media arguments and debates. Inform the OLA Communications Committee if you see a misrepresentation made about OLA on social media.
- Consider whether the content you are sharing might be deemed confidential or proprietary.
- As appropriate for context, use your real name and identify the capacity you serve for OLA or your DRoC.