

social media best practices

Combining technology and social
interaction to create value

March
2022

Guidelines for Oregon state government

Last edited on Mar. 17, 2022

The Small Print

This Social Media Best Practices document was written in collaboration and at the request of the E-Governance board for the state of Oregon. Find out more about the E-Governance board:

<https://www.oregon.gov/das/OSCIO/Pages/E-Governance.aspx>

These resources are not intended to provide legal advice. Legal advice for your particular needs should be obtained from a licensed attorney or from the Department of Justice:

<https://www.doj.state.or.us/>

Throughout this document, “state agencies” refers to agencies, boards and commissions.

Links:

- Links provided in this document direct to various organizations and were accurate in 2022, but may break over time.
- If you have trouble clicking on a link, copy the URL and paste it into your browser.

E-Governance board members will review as needed.

If you would like to submit content updates to this document, please email your submissions to the E-Governance board for their review:

<https://www.oregon.gov/das/OSCIO/Pages/E-Governance.aspx>

Table of Contents

STATE GUIDANCE FOR SOCIAL MEDIA MANAGEMENT	6
PLANNING AND STRATEGY	7
Why You Need a Social Media Plan	7
How to Develop a Social Media Plan	7
PUBLIC RECORDS AND COMMENT MODERATION	8
Public Records	8
Moderating Content	8
Social Media Comment Policies.....	9
Considerations.....	10
Legal Resources	10
Legal Defense for Legal Claims Brought Against the State.....	10
Resources.....	11
COPYRIGHT	12
Content You Use.....	12
What Copyright Protects	12
How to Know if Something is Under Copyright	12
Your Content.....	12
Copyright “Cheat Sheet”	13
COPYRIGHT - EXTERNAL RESOURCES	14
SECTION 508 COMPLIANCE	15
Section 508 Compliance.....	15
ACCESSIBILITY.....	16
Accessibility and Social Media Tips.....	16
ACCESSIBILITY - SOURCES AND RESOURCES	18
Sources.....	18
Resources.....	18
TRANSLATION.....	19
Overview	19
Translation or Interpretation Services Provided in Oregon.....	19
Language Translation or Interpretation Requests Multiple Oregon State Agencies Received in 2020.....	20
Resources for the Most Commonly Used Languages Spoken in Oregon.....	21
Vendors Recently Used by State Agencies	21
Translation and Interpretations for Multiple Languages	21
Services for Deaf and Hard of Hearing	21

- Legal..... 21
- Other Resources 22
- MEASUREMENT AND EVALUATION 23
- MEASUREMENT AND EVALUATION - EXTERNAL RESOURCES 24
- TERMS OF SERVICE..... 25
- TERMS OF SERVICE - EXTERNAL RESOURCES 26
- SECURITY AND RISK 27
 - PRIVACY..... 27
 - Privacy Policies..... 27
 - Privacy for Employees 27
 - Privacy for the Public 28
 - SECURITY & RISK 27
 - Security Concerns 28
 - Tools..... 30
- SECURITY AND RISK - INTERNAL RESOURCES 32
 - Privacy & Security Risks 32
- SECURITY AND RISK - EXTERNAL RESOURCES..... 33
- HOW TO WRITE A SOCIAL MEDIA BEST PRACTICES INTERNAL POLICY 34**
- PURPOSE..... 35
- ESTABLISH A POLICY 36
 - Scope Definition..... 36
 - Social Media Authority and Administration..... 36
 - Types of Social Media Use..... 36
 - Use of Social Media..... 36
 - Content Standards..... 36
 - Social Media Identification 36
 - Moderating and Post Removal Policy 36
 - Retention Process 36
 - What Not to Post..... 37
 - Violation Consequences..... 37
- ESTABLISH A POLICY - INTERNAL RESOURCES 38
- ESTABLISH A POLICY - EXTERNAL RESOURCES 39
- SOCIAL MEDIA BEST PRACTICES — TIPS..... 40**
- SOCIAL MEDIA OVERVIEW 41
 - Facebook..... 41
 - Twitter..... 41
 - Instagram 41
 - YouTube..... 41

Flickr	42
LinkedIn	42
Google for Business	42
SOCIAL MEDIA GUIDES AND TIPS.....	43
Video/Livestreaming.....	43
Photosharing.....	43
Advertising.....	43
Archiving.....	44
Analytics.....	44
Resources.....	44
BLOGS.....	48
Before You Blog, Prepare.....	48
Things to Consider	48
Content	48
Must-Haves	48
SOCIAL MEDIA - INTERNAL RESOURCES.....	49
Commenting Guidelines (Examples).....	49
Video Accessibility.....	49
Video Services.....	49
State of Oregon Social Media Accounts	49
SOCIAL MEDIA - EXTERNAL RESOURCES	50
PUBLIC OFFICIALS AND PUBLIC BODIES	51
PUBLIC OFFICIALS AND PUBLIC BODIES.....	52
Sources.....	52
Resources.....	52
GLOSSARY	53
GLOSSARY	54
GLOSSARY - RESOURCES	57
Plain Language	57

The Oregon Department of Administrative Services (DAS) and the state E-Governance Board endorse this best practices guidance document and encourage its use by all Oregon state government employees working in social media.

STATE GUIDANCE FOR SOCIAL MEDIA MANAGEMENT

PLANNING AND STRATEGY

A social media plan is different than a policy. A social media plan defines the strategy of how your agency will use social media to achieve its communications goals. Your social media plan should state how and why you plan to use social media; include measurable goals that align with your organization's mission; and be a how-to document.

Why You Need a Social Media Plan

- Tie social media into the broader organizational mission
- Outline roles and responsibilities
- Establish best practices
- Identify the type of content you'll share and why
- Maintain consistency across social networks
- Establish key performance indicators and goals that show your return on investment
- Professionalize your agency's use of social media

How to Develop a Social Media Plan

Get executive agreement and support from agency leadership before creating a social media plan. Audit and analyze what you're doing now. Get your stakeholders together and discuss what is and isn't working. Determine the key plan elements, set your initial goals, and define how to measure success. Draft your plan and be prepared to change and refine it.

The core components of your social media plan could include the following:

- Goals - broad outcomes
- Objectives - measurable steps to reaching goals
- Audience definition of who you are trying to reach
- Operational strategy - who will be responsible for generating content, posting content, and monitoring social media; how the account access will be managed; security, record retention and appropriate guidelines

- Content strategy - post frequencies; type of posts you'll share; primary content sources; and voice, tone and style

Your agency's content strategy will likely include a combination of sharing, promoting, and conversing on a social media platform.

- Sharing peer content, useful tips, news articles and multimedia
- Promoting your content, meetings, services and events
- Conversing with the public, responding to questions, and sharing real stories

Always use [plain language](#). Write so that your audience can understand the message the first time they read it. Review your posts for spelling and grammar.

PUBLIC RECORDS AND COMMENT MODERATION

Like other forms of communication, social media posts can be considered [public records](#), and therefore subject to [public record retention](#) and inspection rules. Agencies that use social media should be prepared to retain content and to decide how to moderate comments that appear on their accounts.

Public Records

The Oregon Secretary of State offers guidance on social media and public records:

<http://records.sos.state.or.us/ORSOSWebDrawer/Recordpdf/6921743>

Government agencies are required to archive public records and retain them for a specified timeframe. The timeframe usually depends on the type of record (a contract, equipment maintenance log, travel expense report, etc.), but in the case of social media, things are not as cut and dry.

There is no category for “social media posts” so the archive requirement depends on the function and content of the post and not every post is considered to be a public record.

Social media platforms have their own terms of service and offer no guarantee that one will be able to retain control of or capture all that has been posted.

Methods for retention include capturing screenshots or using third-party software such as Archive Social or Smarsh. [See page 44](#)

Secretary of State provides retention schedules:

- Records retention schedules (general schedules and state agency schedules) are available online: https://sos.oregon.gov/archives/Pages/records_retention_schedule.aspx.
- Email questions to: ArchivesRecordMgmt.sos@sos.oregon.gov

Moderating Content

There are differences in how courts apply free speech principles to government social media accounts. The guidance in this section was reviewed by the Oregon Department of Justice and is critical to creating a comment policy. Future court decisions may change this guidance.

Agencies, boards and commissions in state government rely on their official social media accounts to support a range of business functions that include educating the public about their mission, providing information on services, and receiving feedback or answering inquiries from the public. Establishing and following a social media comment policy will reduce some of the legal risks and help maintain the forum as a safe place for discussion and education. Comment policies that restrict content must be reasonable and cannot discriminate based on viewpoint.

It is imperative that agencies, boards and commissions adhere to their comment policy consistently and maintain an archive demonstrating how the policy has been enforced. This will maintain the space as a limited public forum. If the agency does not follow their comment policy consistently and allows comments to violate the policy, there is a risk that the forum would be regarded as a designated [public forum](#) with greater protections for free speech by members of the public.

Limited Public Forum

Social media channels maintained by agencies, boards and commissions are regarded by the State of Oregon as a *limited public forum*.

- Opened by the government for expressive activity, but only for a limited purpose, specific groups or certain subjects.
- An example would be a city council meeting.

- Speech can be regulated ONLY with time, place and manner restrictions.
- A limited public forum is a sub-category of the designated public forum, where the government opens a nonpublic forum but reserves access to it for only certain groups or categories of speech.

Social Media Comment Policies

Agencies, boards and commissions should tailor their social media comment policies to reflect their business goals. Comment policies should incorporate and post the following baseline guidance to each social media platform.

- **Clearly state whether communication will be moderated and use the disclaimer below:**

Posting of communication made through this account will not constitute legal or official notice to [agency, board or commission], the state, or any official or employee of the [agency, board or commission] or the state for any purpose. [agency, board or commission] does not guarantee that the information contained in public comments is correct. [agency, board or commission] is not responsible for any damage or loss resulting from reliance on this information. We welcome comments and participation in public commentary is at your own risk. You are fully responsible for your comments. This comment policy may be updated at any time to ensure that its continued application is consistent with relevant law and maintaining this forum as a safe place for discussion and education.

- **To reduce risks associated with removing content, clearly state the guidelines for moderation. Use the language below:**

When engaging with the [agency, board or commission] on social media, you are subject to the Terms of Service (TOS) of the host site. We encourage you to review the host site's TOS prior to engaging on social media accounts maintained by the state. If you decide to post content, please keep in mind that state social media accounts are used to engage with all members of the public. The state

moderates discussion on social media to ensure that its forums are a safe place for discussion and education for everyone. [agency, board or commission] does not discriminate against any views, but we reserve the right to remove or [hide](#) any of the following:

- *Comments that discriminate against a group of persons distinguished by race, color, religion, sex, sexual orientation, national origin, marital status, veteran status, disability, age, or any other class protected by law.*
- *Comments that defame which are false statements that are assertion of fact that cause damage to the reputation of another. This does not include opinions.*
- *Comments that threaten (a stated intent to inflict harm or loss on another) any person or organization.*
- *Comments that are off-topic from the post or from the identified purpose of the forum.*
- *Comments that suggest or promote illegal activity (such as attempting to commit a crime, committing a crime, or encouraging others to commit a crime).*
- *Comments that promote or oppose any person campaigning for election to a political office or that promote or oppose any ballot measure.*
- *Comments or posts that violate a legal ownership interest of any other party (i.e. [copyright](#) or trademark [infringement](#)).*
- *Solicitations, advertisements, or endorsements of any financial, business, or commercial entity.*
- *Comments that disclose information which the [agency, board or commission] is required to keep confidential by law or administrative rule or that may compromise the safety or security of the state, including state employees.*
- *Content that includes sensitive personal identifying information, including, but not limited to social security numbers, financial account numbers, or driver license numbers.*
- *Spam (advertisements, content that links to external sites, or images).*
- *Links to malware.*

Considerations

The following are a few considerations for monitoring and addressing content that may violate your comment policy.

Social media platforms have rules and standards to allow people to participate freely and safely. As a result, there are also methods available to you for [reporting](#) violations (i.e., spam, illegal content) to each platform, which gives them the responsibility of enforcement. Use available options to allow social media platforms to moderate content for you. On Facebook, set your profanity filter to “strong” and the platform will hide comments with profanity. Applying a platform’s filters or using its reporting process, however, does not take the place of having a comment policy. Without a published comment policy, your agency will be limited in its ability to moderate content.

The social media account maintained by the agency serves the public as a forum for the exchange of information. Communicating differing viewpoints is encouraged with the limitation that users are advised through the comment policy what content is not permitted. Some agencies find it helpful to state in their comment policy:

Communication that compliments, criticizes, or discusses the decisions, actions, and policies of the subject agency is permissible.

Be judicious, careful, and consistent when removing comments that are listed on [page 9](#). Maintain a complete record of posts or comments that are removed or hidden from the social media account. This is a necessary risk mitigation practice and required under public records law.

Read more about public records law here: https://oregon.public.law/statutes/ors_192.314

You must have a record of comments and their context in order to make the case that they violated the moderation policy and were appropriately removed. There are paid applications available that automatically archive and log social media account activity. [See page 44.](#)

Moderation that includes removing or hiding a particular comment is distinguished from [blocking](#) a user. We strongly caution against blocking users because it has the potential to exclude that individual from engaging in future activity in the forum that may be protected speech. As an intermediate step, consider whether removing the inappropriate comment and providing a response reminding the person to be respectful of the comment policy resolves the matter. Where the situation involves multiple posts in violation of the comment policy, despite taking corrective steps and responding to the individual, instead of blocking the user, we recommend that you contact your agency’s general counsel.

Legal Resources

The general counsel in the Office of the Attorney General provides services to state agencies, boards and commissions for a fee:

<https://www.doj.state.or.us/oregon-department-of-justice/divisions/general-counsel/>

We recommend your agency seek legal advice where your business needs require a tailored approach to moderation. Work with your appropriate agency contact to connect with your general counsel.

Legal Defense for Legal Claims Brought Against the State

As a general practice, when a lawsuit is filed naming a state agency, the state will pay and defend claims against the agency and its employees for torts (breach of legal duty that is imposed by law that causes individual harm) which allegedly have been committed while the employee was acting within the scope of their employment or official duties. If an employee is individually named in a lawsuit, the Trial Division of the Department of Justice typically conducts a coverage assessment to determine whether the employee was acting within the course and scope of employment.

Read more about liability and legal defense in Risk Policy 125-7-202:

<https://www.oregon.gov/das/Risk/Documents/SelfInsPolEmpLiab.pdf>

Resources

- How do I deal with spam on Facebook?
<https://www.facebook.com/help/217854714899185>
- Responding to Comments and Questions on Social Media: A Flowchart (See below.)

The Department of Justice approves the content on [pages 8-10](#) covering social media moderation as consistent with the legal advice provided on this subject and current as of August 5, 2021.



Click on the image above to see a larger version.

COPYRIGHT

Content You Use

There is a pervasive belief that when a piece of content is posted online, it becomes free for anyone to use in their own work. Even when you give credit to someone else's content, you could still be contacted about copyright infringement.

What Copyright Protects

Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works. This includes images, videos, publications, movies, poetry, novels, music, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

How to Know if Something is Under Copyright

Many different forms of online content that would be useful or illustrative for a social media post are protected in some way by copyright law. When reviewing posts before going live, be sure that the content being used is [public domain](#) or under a [Creative Commons* \(CC\) license](#). If not, you can get permission from the copyright holder. One resource for determining public domain is the online catalog run by the U.S. Office of Copyright and Library of Congress at:

<https://cocatalog.loc.gov>

If you are unable to locate the status of the copyright or Creative Commons license, it's best to find an alternative piece of content. There are several sites that offer public domain or CC licensed content. [See page 54.](#)

Creative Commons:

<https://creativecommons.org/licenses/>

Your Content

Always read the terms of service to know if the platform you are using will retain some rights to use your original content. One example is Facebook's terms of service:

<https://www.facebook.com/legal/terms>

As of September 2019, Facebook's terms of service allows any of their other products, like Instagram, to use your content without notifying or compensating you. The agreements you make with each platform to use their service will vary and it is important to be aware of that before creating an account or posting content.

More information about copyright is available in the Glossary. [See page 54.](#)

More resources are available. [See page 26.](#)

COPYRIGHT CHEAT SHEET

Remove this page and share with others.

Assume that all content is under copyright protection.

Giving attribution is only sufficient if agreed upon or stated by the creator.

Become familiar with copyright laws and common terminology that apply to visuals, audio, video or written content.

Seek out content that has clear licensing information, for example, a Creative Commons license. If you can't find the copyright or license information, it's best to not use it.

<https://creativecommons.org/licenses/>

Use advanced search functions on sites like Flickr and Google Images to limit your results by usage rights. Once you find an item, be sure to review the license or usage rights or consider using Unsplash for free photo downloads, no permission needed.

If you're unsure of usage rights, contact the copyright holder to ask for permission. Keep the record of communication.

Do not use content just because you have seen others use it. They may be violating copyright.

Unless specifically stated, making alterations to original work does not change the copyright status.

COPYRIGHT - EXTERNAL RESOURCES

Center for Media & Storage

<https://cmsimpact.org/>

Health and Human Services (federal) - Social Media Policies

<https://www.hhs.gov/web/social-media/policies/index.html>

Digital Gov - Video Copyright: How to avoid getting sued

<https://digital.gov/2013/05/04/video-copyright/>

U.S. Copyright Office - More Information on [Fair Use](#):

<https://www.copyright.gov/fair-use/more-info.html>

The Copyright Society of the USA - Copyright Basics

<https://www.csusa.org/page/Basics>

Fair Use Week - Fair Use Fundamentals

<https://www.fairuseweek.org/wp-content/uploads/2020/02/ARL-FUW-Infographic-r5.pdf>

Fair Use Evaluator

<http://librarycopyright.net/resources/fairuse/index.php>

Copyright Law

<https://www.copyright.gov/title17/>

SECTION 508 COMPLIANCE

Section 508 Compliance

Blogs or other websites created by state agencies outside of the Oregon.gov template must meet the standards in Section 508 of the Rehabilitation Act.

Section 508 which aligns with the W3C Web Content Accessibility Guidelines (WCAG) 2.0 Level AA is a federal law that ensures all electronic and information technology (e.g., web content) is accessible to anybody with a disability. Any product released by an Oregon state agency should strive to conform to the federal standard, including the use of plain language, thoughtful design, and inclusive interactions regardless of technology or assistive device used by Oregonians to access the site.

See the Oregon State Agencies' Website Guidelines for requirements and best practices.

Section 508

<https://www.section508.gov/>

W3C Web Content Accessibility Guidelines (WCAG)
2.0 Level AA

[https://www.w3.org/WAI/WCAG21/
quickref/?versions=2.0](https://www.w3.org/WAI/WCAG21/quickref/?versions=2.0)

Plain language

<https://plainlanguage.gov/law/>

Oregon State Agencies' Website Guidelines

[https://www.oregon.gov/documents/state-website-
guidelines.pdf](https://www.oregon.gov/documents/state-website-guidelines.pdf)

ACCESSIBILITY

More than 20 percent of the U.S. population have a disability that affects cognition, hearing, or vision. Government agencies have an obligation to ensure that their messages, services, and products are as inclusive as possible.

People with disabilities may use a variety of tools to help them access content online. Screen readers, speech synthesizers, and text-to-speech programs help change text or data into spoken words. Closed captions help viewers who are deaf and hard of hearing and those with learning disabilities, attention deficits, or autism. In creating content that is accessible, make sure to consider how that content will be consumed or interpreted by people with disabilities and by assistive technology tools. Making content clear and accessible is beneficial for all audiences.

To learn more about screen readers and assistive technology, to see a demonstration, and for support in creating accessible content, contact the Oregon Commission for the Blind to set up a meeting. They have expert staff who can provide training.

Oregon Commission for the Blind
<https://www.oregon.gov/BLIND/Pages/index.aspx>

Accessibility and Social Media Tips

- Make your agency's contact information available on its social media account page.
 - List a primary phone number and email address where a user can reach your agency with questions, or provide a link to your agency website that lists the appropriate contact information.
- Periodically test your content for accessibility using a screen reader or other type of assistive technology. Contact the [Oregon Commission for the Blind](#) for assistance.
- Written content
 - Write in plain language. Clear content will engage more readers. Use common words, short sentences, and the active voice. See link to the [Hemingway application in this section's resources](#).
 - Limit your use of abbreviations and acronyms. If you must use these, spell out the words or phrases the first time they are used and follow them with the abbreviation or acronym in parentheses. For example, "In Oregon, the Department of Administrative Services (DAS) is part of the Executive branch of government."
 - Avoid writing anything in ALL CAPS. It makes the content challenging to read for people with dyslexia and some screen readers read each individual letter instead of the word.
- Hashtags
 - Use hashtags when relevant to your content.
 - Text-to-speech technology uses spaces and capital letters to denote separate words and phrases, which means you should write your hashtags or handles in #PascalCase, capitalizing the first letter of each individual word in the tag. Pascal case makes hashtags and handles more readable for everyone. For example, #TriviaTuesday.
 - Place hashtag clouds (a list of relevant or strategic hashtags) in the first comment of social media posts, instead of the caption. Hashtag clouds are read by text-to-speech technology as one long string of text. For example, #ForkliftSafety #FeatureFriday #WorkplaceSafety.
- Emojis

A note to consider when adding emojis to your content: Emojis are read aloud as plain text; icons are represented by words to the reader. For example, "Have a great summer 😎," would be "Have a great summer smiling face with sunglasses."

- Use emojis in moderation.
- Consider the contextual meaning of the emoji with your message.
- Place emojis at the end of posts and tweets to avoid making your content confusing or unreadable. If you do use emojis within your text, place them inside commas, but outside periods, question marks, and exclamation points.
- Use emojis for emphasis. Do not rely on emojis to communicate a large part of the message; it will make it more difficult for readers with a disability.
- Do not use emojis as bullet points. It will sound strange when read aloud on a screen reader.
- Stick with the default yellow emoji for faces, unless a custom skin tone is necessary for context. Icons with skin tones have additional descriptor information when read aloud by a screen reader.
- Double-check the descriptions of emojis before using them. An emoji may have a different description than you expected. For example, the 🏠 icon is defined as a “derelict house,” but can also be known as a “haunted house,” “abandoned house,” or an “old house.”
Description of emojis:
<https://emojipedia.org/>
- Characters and symbols
 - Do not use special Unicode characters from external websites to make type appear in different styles or fonts. Here is an [example](#).
 - Do not use Ascii Art in posts or tweets. (Ascii Art is the forming of pictures or art out of text characters.) Here is an [example](#).
- Images
 - Add alternative text (alt text) to all images, including GIFs. Alt text is a physical description of an image that text-to-speech technology reads aloud. Most social media platforms have an alt text option for images.
 - Add alt text for all copy that is included in an image. Keep alt text on images adequate, but brief; there are character limits to alt text on social media platforms. If the image includes a website address (URL), include that in the alt text or consider using a different image.
- Videos
 - Add accurate closed captioning to all videos.
 - » YouTube automatically provides captions, but manual corrections are often needed.
 - » The industry standard is 99 percent accuracy for captions.
 - Provide a written description of a video if it does not contain audio.
 - Avoid using flashing lights or strobe effects in videos.
 - Make live captioning, an on-camera interpreter, or both available for live videos.
[See page 21.](#)

ACCESSIBILITY - SOURCES AND RESOURCES

Sources

Accessible Communications with Emojis and Emoticons

<https://mn.gov/mnit/media/blog/?id=38-436147>

Alexa Heinrich, Advocate for digital accessibility and inclusive content

<https://therealalexa.com/>

Disability Impacts All of Us

<https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html>

Federal Social Media Accessibility Toolkit Hackpad

<https://digital.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>

Improving Your Tweet Accessibility

<https://adrianroselli.com/2018/01/improving-your-tweet-accessibility.html>

See *Services for Deaf and Hard of Hearing* on [page 19](#).

Making Social Media Accessible

<https://www.nyu.edu/life/information-technology/web-and-digital-publishing/digital-publishing/accessibility/how-to-guides/social-media.html>

Resources

Checklist for Plain Language on the Web

<https://www.plainlanguage.gov/resources/checklists/web-checklist/>

Social Media Accessibility Checklist

<https://therealalexa.com/accessible-social>

WebAIM: Using NVDA to Evaluate Web Accessibility

<https://webaim.org/articles/nvda/>

Oregon Commission for the Blind

<https://www.oregon.gov/BLIND/Pages/index.aspx>

Captioning Instructions

<https://dcmp.org/learn/captioningkey>

Hemingway Application

Copy/Paste your text into this free, easy-to-use application and it will provide you with readability by grade level and other helpful tips to better writing.

<https://hemingwayapp.com/>

Government Social Media Community (facebook group)

<https://www.facebook.com/groups/governmentsocialmedia>

Government Social Media Network (website)

<https://www.governmentsocialmedia.com/>

TRANSLATION

Overview

One important feature of social media is that it serves across barriers, including language. Providing content in languages other than English is needed to better reach underserved communities, particularly when the content could impact them. Consider making content published on social media, such as a poster, social media card (image with text), or infographic, available to those with Limited English Proficiency (LEP).

Communicating with audiences in different languages on social media can extend past posts and tweets. Your agency's social media page may receive direct messages and comments to posts in any language. Be responsive to a question or comment in whichever language it is sent; this builds trust and may help you grow your audience. Have a plan in place for how to respond to a question or comment when it is in a language in which you are not fluent. If you are unable to use a paid service with a quick turnaround time for a response, some agencies have employees who are fluent in multiple languages. This could be a translation option for your agency to respond within the same day. Another option for quick and free translations for time-sensitive situations is using the following:

- [deepl.com](https://www.deepl.com)
<https://www.deepl.com/translator>
- [linguee.com](https://www.linguee.com/)
<https://www.linguee.com/>

They are similar to Google Translate, but often more accurate because unlike Google, which translates word for word, these services include the intent of the sentence's meaning. Using plain language improves the accuracy of machine translation.

Another reason you may need to provide translation or interpretation services is for a livestream. Attendees can submit accommodation requests for livestreaming events on Facebook Live or YouTube Live for live

captioning, sign language, and spoken language translation. Even if a member of the public does not make the request, they can still be very valuable to provide. Voiceover and captions in additional languages will make recorded content available to wider audiences.

Depending on your target audiences, transcreation (the process of adapting content from one language to another while maintaining the existing tone, intent and style) can be essential for highly targeted social media advertising campaigns. Unlike translations, which replace words in one language with words in another, transcreation services look at the entire concept of the content. Working with your agency's community partners for social media messages can be important to understand your audiences, such as language localization (e.g. Spanish dialects). Your campaign will be more effective if it is personalized and meaningful to the audience, instead of a single message that is shared with the masses.

Literacy is also important to consider when creating messages. For some languages (e.g. Mam) and to meet the needs of various literacy levels, audio solutions such as video can be better than written messages. It is important to understand the language and the culture for the audience you want to reach.

Translation or Interpretation Services Provided in Oregon

For social media messages intended for audiences statewide, you may need to prioritize a few languages for translations. Common languages used by multiple state agencies include:

- American Sign Language (ASL)
- Spanish
- Russian
- Vietnamese
- Simplified Chinese (*This is only a written language. Also consider translating into Traditional Chinese depending on your target audience.*)

If the audiences you want to reach are in the Portland area, refer to the City of Portland Language List and Guidance:

<https://www.portlandoregon.gov/oehr/article/754396>

Know the languages spoken by your agency's target audiences. Some state agencies, especially those who receive federal funding, may have an LEP plan in place:

<http://lep.gov/>

Language Translation or Interpretation Requests Multiple Oregon State Agencies Received in 2020:

- Akateko
- Amharic
- Arabic
- Bengali
- Bosnian
- Burmese
- Cambodian
- Cantonese
- CHUJ
- Chuukese
- Croatian
- Cuban Spanish
- Czech
- Dutch
- Farsi
- French
- German
- Greek
- Gujarati
- Haitian
- Haitian Creole
- Hebrew
- Hindi
- Hmong
- Igbo
- Italian
- Japanese
- Karen (Karenic)
- Korean
- Kosraean
- Kurdish
- Lao
- Laotian
- Mam
- Mandarin
- Marathi
- Marshallese
- Mayan
- Mien
- Mixteco Alto
- Mixteco Bajo
- Nepali
- Oromo
- Palauan
- Pashto
- Portuguese
- Punjabi
- Pohnpeian
- Q'ANJOBAL
- Romanian
- Russian
- Samoan
- Simplified Chinese
- Somali
- Spanish
- Swahili
- Tagalog
- Thai
- Tibetan
- Tigrinya
- Traditional Chinese
- Turkish
- Ukrainian
- Urdu
- Vietnamese
- Yapese
- Yucatecan
- Zacateco

Resources for the Most Commonly Used Languages Spoken in Oregon

- From Oregon Housing and Community Services: Dashboard:
<https://public.tableau.com/app/profile/oregon.housing.and.community.services/viz/CountyProfilesJanuary2020/NEWPROFILES>
- U.S. Census Bureau: Language spoken at home by Ability to Speak English for the Population 5 Years and Over (filtered to Oregon):
<https://data.census.gov/cedsci/table?q=ACS5Y2012.B16001&g=0400000US41&tid=ACSDT5Y2019.B16001&hidePreview=true>
- Specifically for Portland from the City of Portland: <https://www.portlandoregon.gov/oehr/article/754396>

Vendors Recently Used by State Agencies

The vendors listed below are currently used by Oregon state agencies as of April 2021. There is a statewide agreement in place for translation vendors. Make sure you have approval from your manager before contacting a language or interpreter vendor. Your agency may already be working with a preferred vendor at the state rate. Also, your agency's procurement team will likely need to be involved and vendor accounts will need to be set up for many services if your agency does not currently have an account. Most Oregon state agencies have a procurement point person who works directly with vendors.

Translation and Interpretations for Multiple Languages

- Barbier International
<https://barbierinc.com/>
- IRCO International Language Bank
<https://irco.org/ilb/ilb/contact-us.html>
- Language Link
<https://www.language.link/>
- Linguava: Client Relations
<https://linguava.com/>

- Oregon Certified Interpreter's Network
<https://oregoncertified.com/>
- Oregon Translation
<http://oregontranslation.com/>
- Passport to Languages
<https://www.passporttolanguages.com/>
- Telelanguage
<https://teleguage.com/>
- TransPerfect
<https://www.transperfect.com/services/interpretation.html>
- Voiance
<https://interpret.voiance.com/>

Services for Deaf and Hard of Hearing

As a state employee, you may request American Sign Language interpreters or CART (real-time captioning) through Oregon Department of Human Services Oregon Deaf and Hard of Hearing Services (ODHHS): <https://www.oregon.gov/dhs/BUSINESS-SERVICES/Pages/ODHHS-Communication-Services.aspx>

If you are communicating with a deaf and hard of hearing person, there is more information in the Accessibility section of this document. [See page 16.](#)

Legal

The following laws and regulations support providing language services:

- Every state agency shall prepare its public writings in language that is as clear and simple as possible. **ORS 183.750 State agency required to prepare public writings in readable form:**
https://oregon.public.law/statutes/ors_183.750
- Requires federal agencies to examine the services they provide, identify any need for services to those with limited English proficiency, and develop and implement a system to provide those services so LEP persons can have meaningful access to them.

Executive Order 13166, “Improving Access to Services for Persons with Limited English Proficiency (LEP)”:

<https://www.lep.gov/executive-order-13166>

SECTION 504 OF THE REHABILITATION ACT OF 1973

Section 504 of the Rehabilitation Act of 1973, as amended, is a civil rights law that prohibits discrimination on the basis of disability. This law applies to public elementary and secondary schools, among other entities.

<https://www.hhs.gov/sites/default/files/ocr/civilrights/resources/factsheets/504.pdf>

TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

Prohibits discrimination on the basis of race, color and national origin in programs and activities receiving federal financial assistance. Failure by a recipient to provide meaningful access to LEP people can constitute national origin discrimination.

<https://www.dol.gov/agencies/oasam/regulatory/statutes/title-vi-civil-rights-act-of-1964>

AMERICANS WITH DISABILITIES ACT OF 1990

The ADA is one of America’s most comprehensive pieces of civil rights legislation that prohibits discrimination and guarantees that people with disabilities have the same opportunities as everyone else to participate in the mainstream of American life -- to enjoy employment opportunities, to purchase goods and services, and to participate in state and local government programs and services.

https://www.ada.gov/2010_regs.htm

SECTION 1557, THE CIVIL RIGHTS PROVISION OF THE AFFORDABLE CARE ACT OF 2010

Ensuring meaningful access for people with LEP who are eligible to be served or likely to be encountered within the entities’ health programs and activities.

<https://www.hhs.gov/sites/default/files/1557-fs-lep-508.pdf>

Other Resources

- Plain language information from the Oregon Department of Administrative Services: <https://plainlanguage.oregon.gov>
- Oregon Department of Human Services’ (ODHS) policy, DHS|OHA-010-013 “Alternate Formats and Language Access Services”—an example of what your agency could create or may already have: <https://apps.state.or.us/Forms/Served/dhsoha010-013.pdf>
- Oregon Health Authority Standards for Registry Enrollment, Qualification, and Certification of Health Care Interpreters—a helpful guide: <https://secure.sos.state.or.us/oard/displayDivisionRules.action?selectedDivision=1218>

MEASUREMENT AND EVALUATION

Measurement and evaluation are essential features of any communication strategy. Social media measurement can be relatively simple or very complex depending on the goals of your agency and social media use. As such, your first step should always be to think about your goals.

These goals might include:

- Raising awareness
- Broadcasting information or news
- Establishing thought leadership
- Answering questions and engaging with a community
- Increasing sales or event attendance
- Driving traffic to a website
- Behavior changes

Once you've established your goals, you'll want to match them to your metrics. Here are some suggested pairings:

- If you want to measure awareness or broadcast information/news, use metrics like reach, impressions, amplification and sessions/pageviews.
- If you want to measure thought leadership, look at metrics like mentions and share of voice.
- If you want to measure engagement, look at metrics like retweets/shares, comments, replies, likes and rate of engagement.
- If you want to drive traffic to a website or increase sales/event attendance, track URL shares, click-throughs (with bounce rate), conversions/leads and share of traffic driven.

It may also be helpful to select tools to help you capture your metrics. In many cases, social media channels provide some form of analytics within the platform. Additional tools for measuring social media metrics include Google Analytics, Buzzsumo, Hootsuite and Keyhole.

It's also important to consider identifying metrics to measure the "real-world" impact of your social media efforts. Unlike the social media metrics that are readily available in your platforms' dashboards, "real-world" measures happen outside of social media and often require additional analysis.

For example, the "real-world" impact of a social media campaign designed to discourage drunk driving could measure "real-world" impact by comparing the number of citations written for drunk driving or the number of emergency department visits for drunk driving related accidents before and after the campaign.

The measurement part of this process will take some time, but once complete, you can share your findings with your agency's leadership. This will allow them to see the value of what and how you are communicating.

Your findings will also set a benchmark for future campaigns. This is a good time to identify deficiencies or unintended results, successes and how your campaign compared to that of your competitors. These results will help shape future engagements, planning and budgeting.

It's best practice to create quarterly [reports](#) for executive leadership. Review examples from Travel Salem:

<https://www.travelsalem.com/reports-research-industry>

MEASUREMENT AND EVALUATION - EXTERNAL RESOURCES

The Beginner's Guide to Social Media Metrics - Hootsuite

<https://hootsuite.com/resources/guide/getting-started-with-social-media-metrics>

The 5 Easy Steps to Measure your Social Media Campaigns - Kissmetrics Blog

<https://blog.kissmetrics.com/social-media-measurement/>

19 Social Media Metrics that Really Matter - and How to Track Them - Hootsuite

<https://blog.hootsuite.com/social-media-metrics>

4 Ways to Measure Social Media and its Impact on Your Brand - Social Media Examiner

<https://www.socialmediaexaminer.com/4-ways-measure-social-media-and-its-impact-on-your-brand/>

Digital Analytics Program's Best Practices

<https://digital.gov/guides/dap/>

TERMS OF SERVICE

Each social media platform has its own terms of service that govern the use of their sites. It's important that agencies and their staff are familiar with the terms of service for each of the platforms they use and are mindful of how their internal policies may interact with these rules.

TERMS OF SERVICE - EXTERNAL RESOURCES

Facebook

<https://www.facebook.com/legal/terms>

LinkedIn

<https://www.linkedin.com/legal/user-agreement>

Twitter

<https://twitter.com/en/tos>

Instagram

<https://help.instagram.com/581066165581870>

YouTube

<https://www.youtube.com/static?template=terms>

Flickr

<https://www.flickr.com/help/terms>

SECURITY AND RISK

As you develop your social media presence, it is important to consider the following concepts: privacy, security, and risk associated with the use of social media.

PRIVACY

Privacy is a broad term that refers to the collection and usage of data about people who visit a website, including social media platforms. This data is often referred to as “personally identifiable information,” or PII. Examples of personally identifiable information include names, addresses, email addresses, phone numbers, birthdays and any other information that may identify an individual.

When setting up and using social media for your agency, consider the following privacy concerns:

- Privacy policies
- Privacy for your agency’s employees
- Privacy for members of the public

Privacy Policies

A privacy policy is a notice to users detailing how their personal information will be collected and used. There is a general global movement toward greater legal requirements for having privacy policies, including the General Data Protection Regulation (GDPR) in the European Union and California’s Online Privacy Protection Act (CalOPPA).

Learn about the GDPR:

<https://termly.io/resources/articles/what-is-gdpr/>

Learn about CalOPPA:

<https://termly.io/resources/articles/caloppa>

Each social media platform has its own privacy policy. Your agency, as a user of the platform, is subject to this policy and you should familiarize yourself with

it. Here are the privacy policies of some of the major platforms:

- Facebook
<https://facebook.com/policy.php>
- Twitter
<https://twitter.com/en/privacy>
- Instagram
<https://help.instagram.com/155833707900388>
- YouTube
<https://policies.google.com/privacy>
- LinkedIn
<https://linkedin.com/legal/privacy-policy>

Your agency may be required to write its own privacy policy, especially if you collect data from the public via a contest, giveaway, or other call to action. For instance, Facebook requires a privacy policy if you create a Facebook App or collect content and information directly from users.

“If you collect content and information directly from users, your Page, Group or Event must make it clear that you (and not Facebook) are collecting it, and must provide notice about and obtain user consent for your use of the content and information that you collect. Regardless of how you obtain content and information from users, you are responsible for securing all necessary permissions to reuse their content and information.”

Excerpted from:

https://www.facebook.com/policies/pages_groups_events/

Privacy for Employees

Agency employees who administer social media accounts or interact with agency social media have certain considerations when it comes to privacy, depending on the platform and the nature of their job.

Separation of personal and work social media is important. While most platforms allow for the creation of organization-based accounts, some, like Facebook and LinkedIn, require an individual account to be the administrator of an organization's profile or page. Facebook goes one step further in its terms of service by restricting users to only one account that must use your real-life name. This can cause privacy issues for employees who manage state agency social media and employees should be made aware of these conditions before taking on a role administering social media accounts. For more information on Facebook's requirements, see:

<https://www.facebook.com/help/112146705538576>

Some agencies have employees who perform highly sensitive work and may not want their identities publicly revealed. To prevent this, advise employees against using certain features of social media platforms that may compromise their privacy.

For example:

- If you identify your workplace on LinkedIn, your name and profile may appear on your agency's LinkedIn page.
- Facebook's "Team Member" feature reveals page managers to Facebook members:
https://facebook.com/help/1318804834897643?helppref=faq_content

Additionally, employees should be aware that identifying their workplace on any social media profile makes them more visible to the public who can file complaints with their employer based on their online activity.

Administering social media accounts for your agency should be done, whenever possible, on work-provided devices. Using personal devices for work purposes opens the possibility of that device being searchable. Statewide policy does not yet address social media management from a personal device. However, it does cover similar scenarios that could be applied to social media. Page 8 of the "Public Records Management" statewide policy states: *"Agency employees' personal electronic devices are not to be used to transmit text messages related to state business. Personal devices*

used to transmit text messages regarding official state business or other substantive information related to an employee's work are subject to search."

Read the policy at:

<https://www.oregon.gov/das/Policies/107-001-020.pdf>

Privacy for the Public

Members of the public who interact with agencies on social media should be advised how their personal data will be collected and used, as discussed in the [Privacy Policies](#) section above.

Additionally, it can be beneficial to include a notice or a link to commenting guidelines on your agency's page or profile. Warn users against the volunteering of personally identifiable information (PII) such as full names, addresses, Social Security numbers, case file numbers, etc., in order to avoid compromising their own privacy, and that state agencies will never ask the public to disclose PII in a publicly visible way on social media.

SECURITY & RISK

Security and risk are two sides of the same coin when it comes to using social media. Achieving balance between them is important in order to best use social media to share information and engage with stakeholders while protecting agencies, employees, and the public from harm and malicious intent.

Security Concerns

The following are some common concerns and best practices to mitigate risk when using social media.

HACKING. This refers to an unauthorized user gaining access to your accounts. Hacking can be done in a number of ways, such as stealing or guessing passwords, sending fake emails to users in order to get them to enter their account details, or planting malware that includes [keyloggers](#) to capture logins.

Why it's a concern. Hacking can result in loss of access to your accounts. The hacker can go on

to use the account by impersonating you or your agency, potentially spreading inaccurate or damaging information or leaking sensitive data.

Best practices. Keep access to your social media accounts as protected as possible.

- Know who has credentials for all of your accounts and have a process for employee changeovers.
- Use strong passwords that are different for each account -- never share or reuse!
- Consider the use of a password manager and two-factor authentication. [See the Tools section on page 30.](#)

How to resolve it. Follow the network's process to regain access to an account that has been hacked.

- Facebook
<https://www.facebook.com/help/203305893040179>
- Twitter
<https://help.twitter.com/en/safety-and-security/twitter-account-hacked>
- Instagram
<https://help.instagram.com/368191326593075>
- YouTube
<https://support.google.com/youtube/answer/76187>
- LinkedIn
<https://www.linkedin.com/help/linkedin/answer/56363/reporting-a-hacked-account>

Follow the best practices above once you've regained access to prevent another hack.

PHISHING. Phishing refers to a fraudulent attempt to obtain sensitive information such as usernames and passwords by posing as a trustworthy account.

Why it's a concern. Hackers may set up accounts posing as your agency in order to trick the public into providing private information. On the flip side, hackers may pose as trusted entities such as social media accounts, banks, or even co-workers to con employees into handing over login credentials or perform other actions such as buying gift cards or redirecting employee paychecks.

Occasionally, the social media platform itself may (non-maliciously) create an unofficial page or profile for your agency that is outside your agency's control, allowing for the possibility of fraud and unofficial information distribution.

Best practices.

- Train employees to be skeptical of suspicious messages or emails.
- Monitor social media sites for imposter accounts.
- Don't let your social media accounts be idle; log in and monitor them regularly.

How to resolve it. Report imposter social media accounts.

- Facebook
<https://www.facebook.com/help/contact/295309487309948>
- Twitter
<https://help.twitter.com/forms/impersonation>
- Instagram
<https://help.instagram.com/contact/636276399721841>
- YouTube
<https://support.google.com/youtube/answer/2801947>
- LinkedIn
<https://www.linkedin.com/help/linkedin/answer/61664/reporting-fake-profiles>

Claim ownership of unofficial pages.

- Facebook
<https://www.facebook.com/help/1288173394636262>
- Google My Business
<https://support.google.com/business/answer/2911778>
- LinkedIn
<https://www.linkedin.com/help/linkedin/answer/55962/claim-a-linkedin-listing-page>

UNSECURED ACCESS. Using social media on an unsecured device or internet connection can compromise security.

Why it's a concern. Hackers can steal browsing data, including usernames and passwords, from unsecured Wi-Fi networks such as those provided by hotels or cafes. Stolen devices can also lead to security compromises without proper precautions.

Best practices.

- Avoid using personal devices to manage agency social media accounts.
- Stay away from unsecured Wi-Fi connections when managing social media.
- Secure your devices with a password and consult with your technology team about what to do if the device is stolen. If a device has been stolen, change account passwords immediately.

GOOGLE FOR BUSINESS - CONNECTED APPS.

Many tools and apps use your login credentials for social media to perform extra functions such as post scheduling, analytics, mobile access and content sharing. This is known as third-party access. Examples of connected apps you may already be using include GovDelivery, MailChimp, Hootsuite and IFTTT. [See page 45.](#)

Why it's a concern. Granting third-party access to your social media accounts is not an inherently bad idea and can add extra functionality that saves time and effort. However, you should limit third-party access to only those entities you trust to safeguard your account data.

Best practices.

Regularly review third-party access to your accounts to ensure you're only granting access when needed.

- Facebook
https://www.facebook.com/help/218345114850283?helpref=about_content

- Twitter
<https://help.twitter.com/en/managing-your-account/connect-or-revoke-access-to-third-party-apps>
- Instagram
<https://help.instagram.com/1144624522593085>
- YouTube
<https://support.google.com/accounts/answer/2541991>
- LinkedIn
<https://www.linkedin.com/help/linkedin/answer/1207/third-party-applications-data-use>

Consult with your technology team or agency's policy on third party apps.

Tools

Password managers such as LastPass, 1Password and Dashlane can generate and store strong passwords. Safe and secure passwords help prevent hacks and unauthorized access to your social media accounts. They also ensure your agency still has access to most social media accounts even when there are staff transitions. Make sure your IT department approves the use of password managers.

- Last Pass
<https://www.lastpass.com/>
- 1Password
<https://1password.com/>
- Dashlane
<https://www.dashlane.com/>

Two-factor authentication (2FA) is an extra layer of security that requires users to log into an account to provide a second piece of information besides the username and password. This could be a code from a hardware token, text message or 2FA app on a smartphone. 2FA can be set up directly on most social media sites or with a smartphone app.

- Read more about 2FA:
<https://authy.com/what-is-2fa/>
- Learn which sites support 2FA:
<https://twofactorauth.org/>

Some options for implementing 2FA:

- LastPass and other smartphone apps
<https://www.lastpass.com/two-factor-authentication>
- Facebook
<https://www.facebook.com/notes/facebook-security/two-factor-authentication-for-facebook-now-easier-to-set-up/10155341377090766>
- Twitter
<https://help.twitter.com/en/managing-your-account/two-factor-authentication>
- Instagram
<https://help.instagram.com/1124604297705184>
- YouTube
<https://support.google.com/accounts/answer/185839>
- LinkedIn
<https://www.linkedin.com/help/linkedin/answer/544/turn-two-step-verification-on-and-off>

SECURITY AND RISK - INTERNAL RESOURCES

Privacy & Security Risks

Terms and Conditions

<https://www.oregon.gov/Pages/Terms-and-Conditions.aspx>

Statewide Information Security Plan, Policies and Standards

<https://www.oregon.gov/DAS/OSCIO/Pages/Security.aspx>

SECURITY AND RISK - EXTERNAL RESOURCES

Privacy issues to consider before getting involved in social media

<https://www.reputationdefender.com/blog/privacy/top-five-social-media-privacy-concerns>

Background on how federal agencies and the U.S. Department of Defense address social media

<http://mashable.com/2008/08/07/theory-of-social-government>

Archives

<https://www.nascio.org/publications/artmid/485/articleID/728/state-archiving-in-the-digital-era-a-playbook-for-the-preservation-of-electronic-records>

EPA - “Should I Respond Online” (Guide)

govsocmed.pbworks.com/f/should_i_respond_online.pdf

HOW TO WRITE A SOCIAL MEDIA BEST PRACTICES INTERNAL POLICY

PURPOSE

Oregon state agencies use social media to connect, engage and inform the public in an effort to raise awareness about state news, programs and services. A social media policy is necessary to protect the agency, the employees and the constituents.

ESTABLISH A POLICY

A social media policy establishes rules of use and engagement and should include these sections:

Scope Definition

A transparent policy should clearly state what and who are governed by the policy. The “what” includes how your agency defines social media and which social media platforms are included. The “who” includes who the policy applies to and how it might change for contractors or elected officials.

Social Media Authority and Administration

Include which entities have the authority to enforce the policy, as well as who administers accounts, and a system for tracking. Consider creating an authorization form and code of conduct that employees sign acknowledging that they read the social media policy and assume the risk. Prepare steps to make changes to authorization when employees are terminated or leave their position. You may need to include your HR and IT departments in this process.

Types of Social Media Use

Define the distinct uses of social media and provide examples for each type.

- “Official use” of social media is an authorized component of an employee’s job duties such as tweeting on behalf of the agency.
- “Professional use” at work includes use for business purposes such as professional networking.
- “Personal use” of social media is for individual use during off-work time and is registered with a personal email address.

Use of Social Media

Outline which types of social media are acceptable to use at work and the appropriate use of social

media for agency business. Provide best practices for employees speaking in a professional capacity on behalf of the agency or commenting on agency business. Discourage employee use of personal social media to make comments. Provide guidance on how to be a good citizen of the social media environment. Include information for official use of social media including how to obtain permission, get access, set up new official accounts, and get proper training.

Content Standards

All content, whether coming from an agency or personal account, should be authentic and transparent. As a government agency or public servant, it is imperative to strive to provide accurate information. Content must always be legal to share.

Social Media Identification

Define how agency accounts identify themselves on social media. This may include naming conventions, logos and branding standards, as well as messaging guidelines.

Moderating and Post Removal Policy

Clearly state what types of posts and comments are subject to removal, such as vulgarity, nudity, advertisements, threats and off-topic comments. Your moderation policy should be transparent to the public (e.g., list it in the “about us” section). For suggested language, [See Public Records and Moderation on page 8.](#)

Retention Process

State records retention laws and policies must be adhered to when using social media for agency business. Social media business conducted on behalf of the agency is subject to public records law. For additional information, [see Public Records and Moderation on page 8.](#)

What Not to Post

Make it abundantly clear what types of conduct and content are not allowed on social media whether on agency or personal accounts when posting as representatives of the agency.

Violation Consequences

Set clear expectations and include consequences if the policy is violated.

ESTABLISH A POLICY - INTERNAL RESOURCES

The following examples may not reflect the current recommendations in this guide.

Acceptable Use of State Information Assets

DAS Policy 107-004-110

<https://www.oregon.gov/das/Policies/107-004-110.pdf>

Internal Controls for the Management of Mobile Communications Devices

DAS Policy 107-001-015

<https://www.oregon.gov/das/Policies/107-001-015.pdf>

Archiving of Public Records

https://www.oregonlegislature.gov/bills_laws/ors/ors192.html

ODOT Social Media Comment Policy

<https://www.oregon.gov/ODOT/Pages/Social-Media-Comment-Policy.aspx>

ODFW Social Media Comment Policy

<https://myodfw.com/follow-odfw-social-media>

Oregon DHS/OHA Social Media Use Policy

<https://sharesystems.dhsoha.state.or.us/DHSForms/Served/me120-005.pdf>

ESTABLISH A POLICY - EXTERNAL RESOURCES

The following examples may not reflect the current recommendations in this guide.

Orange County Sheriff-Coroner Department Social Media Policy

https://ocsheriff.gov/sites/ocsd/files/2021-03/Policy%201055%20Social%20Media_0.pdf

Harrisonburg, Virginia Social Media Policy

<https://www.harrisonburgva.gov/social-media-policy>

Northport, Florida Social Media Terms of Use

<http://www.cityofnorthport.com/government/city-newsroom/terms-of-use>

Department of Interior

<https://www.doi.gov/employees/dmguide/website-and-social-media-basics>

State of Michigan Social Media Policy

https://www.michigan.gov/documents/dtmb/1340.00.130.03_Social_Media_Standard_604897_7.pdf

WSDOT Policy

<https://wsdot.wa.gov/sites/default/files/2019/03/19/wsdot-communications-social-media-best-practices.pdf>

Social Media Policy Template for the Public Sector, from ArchiveSocial:

- Posted for public access by sheriffs.org
https://www.sheriffs.org/sites/default/files/Social_Media_Policy_Template_for_Government_ArchiveSocial_.pdf
- Register to download it from ArchiveSocial here
<https://learn.archivesocial.com/government-social-media-policy-template/>

SOCIAL MEDIA BEST PRACTICES — TIPS

SOCIAL MEDIA OVERVIEW

As of this writing, these are some of the largest social media platforms commonly used by government agencies. Each has its strengths and weaknesses, and there is some overlap in functionality (for example, video sharing). Consider your agency's audience and objectives when deciding which platforms to use.

Each social media platform has a process to verify your account. Verification is a way to demonstrate validity. It prevents fraud and protects an agency's reputation. Visit each social media platform for more information on their individual process.

Facebook

Social media and networking service launched in 2004.

WHAT YOU CAN DO

Interact with the public via pages, groups, posts/comments, photos and videos, livestreams, polls, direct messaging, events and more.

HOW TO MANAGE IT

Facebook Business Manager allows teams to handle administering Facebook pages and groups and to handle permission levels.

<https://www.facebook.com/business/tools/business-manager>

Twitter

News and networking platform launched in 2006.

WHAT YOU CAN DO

- Interact with the public via short tweets/retweets, replies, photos/videos/GIFs, hashtags, direct messaging and more.
- Follow relevant accounts and aggregate news related to your agency or program areas.

HOW TO MANAGE IT

- TweetDeck allows you to display multiple timelines at once, build collections of Tweets and filter searches.
<https://help.twitter.com/en/using-twitter/how-to-use-tweetdeck>
- TweetDeck's teams feature allows multiple people to share a Twitter account without having to share a password and allows for different permission levels.
<https://help.twitter.com/en/using-twitter/tweetdeck-teams>

Instagram

Photo and video sharing social networking service launched in 2010.

WHAT YOU CAN DO

- Interact with the public via photos/videos, geotagging, comments, hashtags, direct messages, "[takeovers](#)" and more.

HOW TO MANAGE IT

- Instagram Business Accounts tie your Instagram to your Facebook account and gives you additional features, like Instagram insights analytics, not available to regular accounts.
<https://business.instagram.com/getting-started>

YouTube

Video sharing service launched in 2005.

WHAT YOU CAN DO

- Interact with the public via videos, livestreams, subscriptions, playlists and more.

HOW TO MANAGE IT

- YouTube Community Guidelines
<https://www.youtube.com/howyoutubeworks/policies/community-guidelines/>
- YouTube Copyright
<https://www.youtube.com/howyoutubeworks/policies/copyright/#support-and-troubleshooting>

Flickr

An online photo and video management and sharing application, launched in 2004.

WHAT YOU CAN DO

- Store, share and download photos and videos. This tool allows users to follow activity, form groups, leave comments, and send messages. Free and paid accounts are available.

HOW TO MANAGE IT

- Getting the most out of Flickr:
https://www.flickr.com/get_the_most.gne

LinkedIn

A career and business professional's network designed for individuals, businesses and organizations.

WHAT YOU CAN DO

- Interact with members, post job opportunities, share presentations and articles, invite connections to follow you, and engage with the online community.
- Your company profile allows employees to list you as an employer in their online resume.

HOW TO MANAGE IT

- Creating a LinkedIn Page.
<https://www.linkedin.com/help/linkedin/answer/710>

- LinkedIn Page Admin Center
<https://www.linkedin.com/help/linkedin/answer/98738/linkedin-page-admin-center-overview>

Google for Business

Service launched in 2014 for businesses to manage their online presence

WHAT YOU CAN DO

- Verify and edit information about your business to list it in Google Search and Maps. Post updates about closures and hours of operation, and answer questions from the public.

HOW TO MANAGE IT

- Sign up for (or claim an existing) Google My Business profile at:
<https://www.google.com/business/>

SOCIAL MEDIA GUIDES AND TIPS

Video/Livestreaming

- Facebook video
<https://www.facebook.com/formedia/solutions/video>
- Facebook livestreaming
<https://live.fb.com/>
- Twitter video and livestreaming
<https://help.twitter.com/en/using-twitter/twitter-videos>
- Instagram Stories, Reels, Live, IGTV (select Instagram Features)
<https://help.instagram.com>
- YouTube Creator academy
<https://creatoracademy.youtube.com/page/education>
- YouTube livestreaming
<https://support.google.com/youtube/answer/2474026>

TIPS

- Where should you post your videos? The Young Entrepreneur Council (YEC) on Forbes Facebook and YouTube discuss this topic here:
<https://www.forbes.com/sites/theyec/2018/04/30/facebook-vs-youtube-for-marketing-videos-whats-the-difference/?sh=5ea92f45363d>
- Make sure to optimize your videos per each platform's guidelines
<https://sproutsocial.com/insights/social-media-video-specs-guide/>
- Captioning videos to aid in accessibility is a good practice. More information about accessibility is available. [See page 16.](#)

Photosharing

- Facebook photos
<https://www.facebook.com/help/1069521513115444>

- Twitter photos and GIFs
<https://help.twitter.com/en/using-twitter/tweeting-gifs-and-pictures>
- Instagram photos
<https://help.instagram.com/442418472487929>
- How to post to Instagram from your computer
<https://www.cnet.com/how-to/post-to-instagram-from-your-computer-with-this-simple-trick/>

TIPS

- Make sure to optimize your photos per each platform's guidelines
<https://sproutsocial.com/insights/social-media-image-sizes-guide/>

Advertising

- Facebook Ads
<https://www.facebook.com/business/ads>
- Facebook Pixel
<https://www.facebook.com/business/help/742478679120153>
- Facebook has implemented a policy regarding ads related to what they deem “issues of national importance.” These issues may evolve over time. Ads relating to these issues will require advertiser authorization and labeling.

Find out more here:

<https://www.facebook.com/business/help/214754279118974>

Policy:

https://www.facebook.com/policies/ads/restricted_content/political#

How to get authorized:

<https://www.facebook.com/business/help/208949576550051>

Issues include but are not limited to:

abortion	guns
budget	health
civil rights	immigration
crime	infrastructure
economy	military
education	poverty
energy	social security
environment	taxes
foreign policy	terrorism
government reform	values

- Twitter Ads
<https://business.twitter.com/en/solutions/twitter-ads.html>
- Instagram
business.instagram.com/advertising
- YouTube
<https://www.youtube.com/ads/>

TIPS

- Social Media Advertising and Paid Social Guide
<https://sproutsocial.com/insights/topics/social-media-advertising/>

Archiving

- Social media archive platforms such as Smarsh or Archive Social can retain your social media posts to comply with public records policies.
[See page 8.](#)
- Certain functions such as temporary content on social media platforms (i.e. Facebook Groups, Facebook Stories and Instagram Stories) may not be able to be archived.
- Check your archive platform's documentation or help desk for its capabilities before using a newly launched feature on social media.

TIPS

For comments and other materials that require retention, your options for purchasing third party software include:

- <https://archivesocial.com>
- <http://www.smarsh.com>
- <https://pagefreezer.com>

Analytics

- Facebook
https://www.facebook.com/business/pages/manage#page_insights
- Twitter
<https://business.twitter.com/en/analytics.html>
- Instagram
<https://help.instagram.com/1533933820244654>
- Instagram insight via facebook
<https://www.facebook.com/business/help/441651653251838?id=419087378825961>
- YouTube
<https://creatoracademy.youtube.com/page/course/analytics-series>
- Google Analytics
<https://marketingplatform.google.com/about/analytics/>

TIPS

- More options are covered in the “Measurement and Evaluation” section of this guide. [See page 23.](#)
- Hootsuite's blog on Social Media Metrics explains the basics
blog.hootsuite.com/social-media-metrics

Resources

This section covers ways to go beyond the individual social media platforms to use comprehensive social media management platforms and supporting services. None of these are necessary to use social media for your agency, but can enhance your efforts and efficiency.

AUTOMATION

There are many ways to automate functions like scheduling posts, adding subscribers to an email list,

sending confirmation emails, and more, even between different web services or platforms.

- **IFTTT:** create “applets” that connect apps and devices (free)
<https://ifttt.com/>
- **Zapier:** integrate web applications into multi-step “zaps” (free/paid)
<https://zapier.com>

CONTENT MANAGEMENT

Creating an editorial calendar or a social media queue is easy to do with social media management platforms.

- **Agorapulse:** content calendar, social inbox, social monitoring, reports (paid)
<https://www.agorapulse.com/>
- **Buffer:** maintains social media queues and tracks basic analytics (paid)
<https://buffer.com/>
- **CoSchedule:** content calendar, project/task management, analytics (paid)
<https://coschedule.com/>
- **Hootsuite:** schedule content, monitor search terms, report analytics (free/paid)
<https://hootsuite.com/>
- **Sprout social:** content calendar, social inbox, CRM, monitoring, reports (paid)
<https://sproutsocial.com/>

CURATION

How do you find items of interest to share? Follow a wide variety of sources and tailor your own filters.

- **Feedly:** find and organize relevant content (free/paid)
<https://feedly.com/i/welcome>
- **Flipboard:** collect and share articles into magazines (free)
<https://flipboard.com/>
- **Pocket:** save articles and websites to use later (free/paid)
<https://getpocket.com/>

- **Tiny Tiny RSS:** self-host your own RSS feeds and create your own (free/paid)
<https://tt-rss.org/>

INTEGRATIONS

Social media integrations are often baked into other platforms such as email or website content management systems to make it easy to share your content.

- **GovDelivery:** share your bulletins on social media or share your social media in a bulletin (paid)
<https://granicus.com/solution/govdelivery/>
- **Issuu:** share publications on a Facebook page tab; share individual stories (free/paid)
<http://www.issuu.com>
- **MailChimp:** share your campaigns on social media, share your social media in a bulletin, run social media advertising campaigns (free/paid)
<https://mailchimp.com/>
- **SharePoint:** use the Content Editor web part to embed social media feeds or posts using generated embed code (free from DAS)
<https://publish.twitter.com/#> (example)
- **Third-Party Plugins:** (for example, WordPress plugins) Plugins can extend functionality or add new features to sites. Both free and low-cost plugins should be vetted as though the agency is purchasing software from a company. An agency may also partner with a reputable developer to build a social media integration. A note of caution. Using third-party plugins could give unintended access to your agency’s information, data, or social media accounts, which could present significant security risk.

TOOLS

When creating social media posts, many tools exist to simplify the process.

- **Canva:** create graphics, infographics, fliers, and much more (free/paid)
<https://www.canva.com/about/>

- **Pablo by Buffer:** generate social media-ready images

<https://pablo.buffer.com>

- **Music**

Public Domain Information Project

<https://www.pdinfo.com>

digCCMixer

<http://dig.ccmixer.org>

YouTube Music Library

<https://www.youtube.com/channel/UCht8qITGkBvXKsR1Byln-wA>

CC Trax (try various browsers)

<https://cctrax.com>

Public Domain Music Collection

<https://archive.org/>

WikiMedia Commons

https://commons.wikimedia.org/wiki/Category:Audio_files_of_music

Pixabay

<https://pixabay.com/music/>

- **Video**

Cover

<https://coverr.co>

Internet Archive Stock Footage

https://archive.org/details/stock_footage

Mazwai

<https://mazwai.com>

Videezy

<https://www.videezy.com/>

Pexels

<https://www.pexels.com/videos/>

Pixabay

<https://pixabay.com/videos/>

- **Photos**

Unsplash

<https://unsplash.com>

Archive.org images

<https://archive.org/details/image>

Pexels

<https://www.pexels.com/>

Reshot

<https://www.reshot.com>

Pixabay

<https://pixabay.com/photos/>

Freepik

<https://www.freepik.com/>

CC Search

<https://search.creativecommons.org/search?q=collections>

WikiMedia

<https://commons.wikimedia.org/wiki/Category:Images>

- **Miscellaneous tools**

Embedly: add social media content to your website (free/paid)

<https://embed.ly/>

Grammarly: spellcheck in your browser (free/paid)

<https://www.grammarly.com/1>

Issuu: upload publications and share stories to social media (free/paid)

<https://issuu.com/storysharing>

URL shortener: use to shorten your government URLs (free)

<https://go.usa.gov/>

Visme: flowcharts, infographics, presentations (free/paid)

<https://www.visme.co/>

- **Password Managers**

LastPass

<https://www.lastpass.com/>

1Password

<https://1password.com/>

Dashlane

<https://www.dashlane.com/>

BLOGS

Before You Blog, Prepare

- Ask why a blog is the best method to reach your agency audience.
- Narrow the blog focus to a specific program or project.
- Define the blog goals and add a goal statement to the blog front page.
- Develop success measures that reflect goals.
- Review/refine goals and measures periodically.

Things to Consider

- Where will the blog be hosted? External blog platform or internal system?
- Review third-party service platform requirements.
 - Will the agency pay for a specific blog template or will you use free templates available that meet the need?
 - Does the platform charge a fee to keep outside advertising off the blog?
- How will the blog be promoted to the intended audience?
- Publish reader comments?
 - Allowed with or without moderation (comment approval by agency)?
 - Who will respond to comments or questions?
- Provide an email for posted feedback when a published commenting system isn't allowed.
- How will the agency archive blog posts and comments posted on external blog platforms?
- How will the blog tie into other agency social media use?
- Can posts be shared via other agency social media channels to extend reach?

Content

- Identify writer team and blog post reviewers.
- Develop a content calendar of potential post topics and a post schedule.
 - Stay consistent with posting frequency.
- Write so the reader can see why the content is important to them.
- Include links in posts to pertinent agency web pages that further describe the topic.
- Use photos, videos or infographics to illustrate posts. Avoid stock photos.

Must-Haves

- Include a Terms of Use section that explains privacy and commenting policy.
- For record retention purposes, blog posts hosted on third-party platforms should be saved as screenshots and stored on state servers.
- Include contact information.

SOCIAL MEDIA - INTERNAL RESOURCES

Commenting Guidelines (Examples)

The following examples may not reflect the current recommendations in this guide.

- Oregon State Parks and Recreation
<https://oregonstateparks.org/index.cfm?do=v.page&id=86>
- Oregon Department of Transportation
<https://www.oregon.gov/ODOT/Pages/Social-Media-Comment-Policy.aspx>
- Oregon Department of Fish and Wildlife
<https://myodfw.com/follow-odfw-social-media>

Video Accessibility

While not currently required at a state level, agencies can make their videos accessible to a much wider audience.

Oregon Deaf and Hard of Hearing services offers American Sign Language interpreters upon request.
<https://www.oregon.gov/dhs/BUSINESS-SERVICES/Pages/ODHHS-Communication-Services.aspx>

The Oregon Commission for the Blind offers assistance and resources:
<https://www.oregon.gov/BLIND/Pages/index.aspx>

For more information on accessibility, [see page 16](#).

Video Services

DAS Publishing & Distribution offers video services to all state agencies.

- <https://printmailblog.wordpress.com/category/multimedia/>
- <https://www.oregon.gov/das/PrintMail/Pages/creative.aspx#videography>

Capital Community Media, in Salem, offers video production classes, free studio space and professional equipment:

<https://www.capitalcommunitymedia.org/training>

State of Oregon Social Media Accounts

This list is updated regularly. Please email updates to [Linda Morrell](#).

<https://data.oregon.gov/Administrative/State-of-Oregon-Social-Media-Sites/hqhe-shsc/data>
(login required)

SOCIAL MEDIA - EXTERNAL RESOURCES

“How to Create a Social Media Strategy in 8 Easy Steps (Free Template),” from Hootsuite
<https://blog.hootsuite.com/the-essential-guide-to-social-media-marketing/>

“Dictionary of Social Media Terms,” from Hootsuite
<https://blog.hootsuite.com/social-media-glossary-definitions/>

“Facebook Marketing: The Ultimate Guide to Facebook for Business,” from SocialMedia Examiner
<https://www.socialmediaexaminer.com/facebook-for-business-ultimate-facebook-marketing-guide/>

“Instagram Marketing: The Ultimate Guide for Your Business,” from SocialMedia Examiner
<https://www.socialmediaexaminer.com/instagram-business-the-ultimate-instagram-marketing-guide/>

“YouTube Marketing: The Ultimate YouTube for Business Guide,” from SocialMedia Examiner
<https://www.socialmediaexaminer.com/youtube-for-business-the-ultimate-youtube-marketing-guide/>

“LinkedIn Marketing: The Ultimate LinkedIn for Business Guide,” from SocialMedia Examiner
<https://www.socialmediaexaminer.com/linkedin-for-business-ultimate-linkedin-marketing-guide/>

“The Government’s Guide to Using Facebook,” From Govloop, May 2015
<https://www.govloop.com/wp-content/uploads/2015/05/The-Governments-Guide-to-Using-Facebook.pdf>

YouTube Creator Academy
<https://creatoracademy.youtube.com/page/education>

Instagram Takeovers
<https://buffer.com/library/instagram-takeover>

O’Reilly (Digital Library and Learning Platform via the State Library of Oregon)
<https://libguides.osl.state.or.us/oreilly>
Search for social media resources.

Coursera
<https://www.coursera.org/>
Search for social media resources.

HHS Guidance on When and How to Engage Over New Media Platforms
https://www.hhs.gov/sites/default/files/web/socialmedia/getting_started/engaging_new_media_platforms.pdf

HHS Social Media: Getting Started
<https://www.hhs.gov/web/social-media/getting-started/index.html>

EPA “Should I Respond Online” Guide
http://govsocmed.pbworks.com/f/should_i_respond_online.pdf

Facebook Translations
<https://www.facebook.com/help/181155025579876>

Government Social Media Community (facebook group)
<https://www.facebook.com/groups/governmentsocialmedia>

Government Social Media Network (website)
<https://www.governmentsocialmedia.com/>

PUBLIC OFFICIALS AND PUBLIC BODIES

PUBLIC OFFICIALS AND PUBLIC BODIES

- Implement a review mechanism to catch typos and evaluate the tone.
- Choose wisely when delegating access to your social media accounts.
- Establish a clear, viewpoint-neutral policy for deleting offensive comments in alignment with the First Amendment law. Make the policy public and let others know you intend to use the account. Rely on each social media platform's community standards regarding obscene or profane content. [Refer to page 8](#) (Moderating Content) and [page 10](#) (Legal Resources) in this document.
- To avoid an ethics violation, use separate social media accounts for campaign/official activities.
- Determine whether public records retention laws apply to the person or group the social media account represents. In consideration of transparency regulations, public officials should follow their policy and consult legal counsel before deleting controversial messages or regularly purging old posts. Don't block users or [delete](#) comments just because they criticize you.
- Monitor new developments in the field of social media law.

Sources

Practical Pointers: Social Media Guidelines for Public Officials (and the People who Advise Them):

<https://www.jdsupra.com/legalnews/practical-pointers-social-media-19508/#:~:text=To%20minimize%20risk%2C%20elected%20officials,users%20with%20whom%20you%20disagree>

Guidelines for elected and appointed officials using social media:

<https://wacities.org/docs/default-source/resources/socialmediafactsheet.pdf?sfvrsn=2>

Social Media for Public Officials 101:

<https://knightcolumbia.org/content/social-media-for-public-officials-101>

Resources

Legislative social media accounts:

<https://www.ncsl.org/research/about-state-legislatures/legislative-social-media-sites.aspx>

GLOSSARY

GLOSSARY

block: On all social media platforms, from the user's viewpoint, they will not receive a notification if you block them. However, on Twitter a user can see they are blocked by looking at your profile. Instead of seeing the content on your page, they will see a message that says, "You're blocked. You can't see or follow [the blocker's] Tweets."

copyright: Copyright is a form of protection grounded in the U. S. Constitution and granted by law for original works of authorship fixed in tangible medium of expression. Copyright covers both published and unpublished works.

Creative Commons license: A type of standardized license that allows people to share works more easily if the copyright holder agrees to share a work for free. Using a work that is subject to a Creative Commons license (CC license) means that the user does not have to negotiate the terms of the license or pay for use of the work. The most basic CC license is the Attribution license. Even this version of the CC license has terms and conditions that must be followed, namely providing proper attribution to the author(s), a copyright notice and a link to the license agreement. All versions of the CC license have these requirements. Some CC licenses have additional requirements. More information can be found at: <https://creativecommons.org/>.

delete: When you delete a comment on Facebook, Instagram or YouTube, no one will be able to see it. The user will know that the comment has been deleted if they go to view it again, but they won't be notified of its deletion. You can't delete another person's comments on a post that isn't yours. On Twitter, you can only delete tweets you have posted; you cannot delete tweets from other accounts on your timeline.

derivative work: A derivative work is a work based on or derived from one or more already existing works. Examples of derivative works include, but are not limited to, translating a work into another language,

adapting a written work into a movie, play or audio version, digitizing a work as an e-version, abridging a work, compiling multiple works or recasting, transforming or adapting a work in any other form. [exclusive rights of the copyright owner](#) (section 106, title 17, U.S. Code):

- To reproduce the work
- To prepare derivative works
- To distribute copies or phonorecords (a material object that embodies sounds) of the work to the public by sale, rental, lease, or lending
- In the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works, to perform the work publicly
- In the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work, to display the copyrighted work publicly
- In the case of sound recordings, to perform the copyrighted work publicly by means of a digital audio transmission

fair use: Fair use is a legal doctrine that promotes freedom of expression by permitting the unlicensed use of copyright-protected works in certain circumstances. Section 107 of the copyright act provides the statutory framework for determining whether something is a fair use and identifies certain types of uses — such as criticism, comment, news reporting, teaching, scholarship, and research — as examples of activities that may qualify as fair use. Section 107 calls for consideration of the following four factors in evaluating a question of fair use:

- Purpose and character of the use, including whether the use is of a commercial nature or is for nonprofit educational purposes

- Nature of the copyrighted work
- Amount and substantiality of the portion used in relation to the copyrighted work as a whole
- Effect of the use upon the potential market for or value of the copyrighted work

fixation: A work is “fixed” when it is captured in a sufficiently permanent medium such that the work can be perceived, reproduced, or communicated for more than a short time. For instance, a work is fixed when it is written on a piece of paper, posted online, stored on a computer or phone, or recorded on an audio, video or electronic device.

harassment: From the Online Harassment Field Manual, “Pervasive or severe targeting of an individual or group online through harmful behavior.”

<https://onlineharassmentfieldmanual.pen.org/defining-online-harassment-a-glossary-of-terms/>

hate speech: This term is inherently subjective. Hate speech is a commonly-used term that has no legal definition but refers to speech that offends or attacks people on the basis of race, ethnicity, national origin, religion, gender, sexual orientation, disability, disease, or other traits.

hide:

- Hiding a Facebook comment keeps it hidden from everyone except the person who posted it and their friends. They won’t know that the comment is hidden.
- You can hide comments from specific viewers on your YouTube channel.
- On Twitter, users can hide replies to their tweets. These “hidden” replies are moved to a different page where they can still be viewed by other users. To see the hidden replies, users can select the “hidden reply” icon on the tweet.

infringement: Under Section 501 of the United States Copyright Act, anyone who violates any of the exclusive Rights of the Copyright Owner is a copyright “infringer.” To prove copyright infringement, the plaintiff must show (1) that the defendant (the alleged infringer) copied from the original author’s (the

plaintiff’s) work, either by actually copying plaintiff’s work or by having plaintiff’s work in mind when the defendant composed his work, and (2) that, taken together, the elements copied by the defendant amount to “too much” in terms of quantity and importance, and that the audiences for the two works will see the similarities between the defendant’s work and the protected elements in the plaintiff’s work.

keyloggers: Keystroke logging is the action of recording the keys struck on a keyboard, typically covertly, so that a person using the keyboard is unaware that their actions are being monitored. Allows data to be retrieved by the person operating the logging program.

minimal creativity: If the work is based on a previous work, the new work must include something that is above and beyond the original work; however, there must be a spark of creativity to meet this requirement. Verbatim use is not considered original or minimally creative.

mute: Muting someone on Twitter stops notifications from that person’s Twitter activity. You can also mute someone’s profile on Instagram if you don’t want to see their posts in your feed.

originality: an original work of authorship is a work that is independently created by a human author and possesses at least some minimal degree of creativity.

orphan works: “Orphan works” is a term used to describe a situation in which the owner of a copyrighted work cannot be identified and located by someone who wishes to make use of the work in a manner that requires permission of the copyright owner.

parody: There is no exact definition for what a “parody” is under the copyright law. A parody involves the use of elements of a previously existing work in a new work that, at least in part, comments on or criticizes the previously existing work and is usually meant to be funny. A parody of a copyrighted work can be a Fair Use. However, just because something is funny (like taking the melody of an existing song and writing funny lyrics to that melody) does not necessarily mean it is a parody.

plain language: Oregon state government is required to prepare public writings in readable form (ORS 183.750). Plain language is communication your audience can understand the first time they read or hear it. It is clear, concise, well-organized, and follows other best practices appropriate to the subject or field and intended audience.

A written document conforms to plain language standards if the document, whenever possible:

- Uses everyday words that convey meanings clearly and directly;
- Uses the present tense and the active voice;
- Uses short, simple sentences;
- Defines only those words that cannot be properly explained or qualified in the text;
- Uses type of a readable size; and
- Uses layout and spacing that separate the paragraphs and sections of the document from each other.

Oregon's Plain Language Website
<https://plainlanguage.oregon.gov/>

Federal Plain Language Website
<https://plainlanguage.gov>

public domain: Once a copyright expires, the work is said to be “in the public domain.” Once a work is in the public domain, anyone can copy, distribute, display or modify the work without permission from the copyright holder. Copyright holders may also place their works into the public domain before the copyright expires. If someone wishes to use a work that was placed into the public domain before the copyright has expired, he/she should ensure that there is documentation showing that the work has been placed into the public domain. Most materials found on the internet, even if publicly available for free, are not in the public domain and are subject to copyright protection.

public forum: A place that has a long-standing tradition of being used for, is historically associated with, or has been dedicated by government act to the free exercise of the right to speech and public debate

and assembly. Traditional public forums include public parks, sidewalks and areas that have been traditionally open to political speech and debate. Speakers in these areas enjoy the strongest First Amendment protections. In traditional public forums, the government may not discriminate against speakers based on the speakers' views.

public records: Public records are any information or documents that are made by a government agency or officer and are required by law to be kept and maintained. [See page 8.](#)

public records retention schedule: Public records, regardless of medium or physical format, created or stored, are subject to record retention schedules. A state agency is responsible for General Record retention schedules and may also be subject to retention schedules specific to that agency. Records retention schedules set both minimum and maximum retention periods. This requires that records be appropriately disposed of (for example, destroyed, transferred to the Oregon State Archives) when the retention period has been met. Check with your agency records management group for more information.

Full OAR for General Records
<https://secure.sos.state.or.us/oard/displayDivisionRules.action?selectedDivision=591>

report (abusive content): Reporting enables you to alert the social networking website of content (this can be a post, photo, comment, etc.) that you believe goes against each platform's styles and guidance. (examples: abusive, illegal or offensive content)

reports (analysis): A report is a way of extracting from social media data. It is key to providing insights to guide future actions on a social media page by showing which content is successful or not successful.

takeovers: A social media takeover is when someone temporarily takes over your account to create and share content to help promote your brand or message.

GLOSSARY - RESOURCES

[terms of copyright](#): Copyright protection does not last forever. A copyright has a “term” or length, depending on when the work itself was created. For works created after January 1, 1978, the term of copyright is the life of the author plus 70 years or, if the work is a work-for-hire, the term is 95 years from first publication or 120 years from creation, whichever expires first. For works published or registered prior to January 1978, the term of copyright is 95 years.

Plain Language

- Definition of plain language
<https://plainlanguage.gov/about/definitions>
- Plain Writing Act of 2010
<https://www.gpo.gov/fdsys/pkg/PLAW-111publ274/content-detail.html>
- House Bill 2702
<https://olis.leg.state.or.us/liz/2007R1/Downloads/MeasureDocument/HB2702/Enrolled>
- Writing for easy reading
<https://www.oregon.gov/das/Pages/writingforeasyreading.aspx>
- Guide to better writing
<https://www.oregon.gov/das/Pages/writingguide.aspx>
- Plain language: It’s the law, and a good idea
<https://www.oregon.gov/das/Pages/writingplainlanguage.aspx>
- Checklist for plain language
<https://www.oregon.gov/das/Docs/plain-language-checklist-DAS.pdf>