

Social Media Guidelines OSB Entities

Sections, Committees & Work Groups

Definition

Social media is media designed to be disseminated broadly using easy-to-learn publishing techniques. While social media can be used to easily broadcast (one-way) content to audiences, what sets it apart is the ease with which the audience can respond or interact with that content.

Using social media

Social media easily and inexpensively allows an organization to interact with its constituents and the public, and can facilitate member-to-member dialog. Social networks—including but not limited to, blogging, microblogging (Twitter), networking sites (Facebook, LinkedIn), podcasts and video media (YouTube)—offer opportunities for outreach, information sharing and interaction.

The Oregon State Bar (OSB) supports the use of these technologies to increase member engagement, build community and improve access to information, resulting in greater value to our members and the public. These tools can be effective for communicating with a variety of audiences, but may not be appropriate in all instances or for all kinds of outreach.

The following guidelines apply to OSB volunteers, sections, committees, boards, divisions, panels, and related programs or groups (Entities) wishing to use OSB's name and/or graphic identity (e.g., logo) in conjunction with the creation or maintenance of a social media presence that identifies the entity as being sponsored by, administered by, or affiliated with OSB.

Default to use of OSB Platforms

Entities are strongly encouraged to primarily use the OSB platforms for their social media goals. This provides for staff support of content, consistency through revolving section leadership, and a depth of understanding of both legal and policy frameworks regarding OSB communications. It also allows for more broad exposure to the entity's messaging through the year.

Objectives

Entities considering setting up separate social media should be committed to long-term goals. Consider the goals you seek to achieve with social media participation. How will you, or how can you, measure the success of your social media activity? Bear in mind the time required for successful social media management, and the potential challenges of keeping sites active, consistent and relevant through the regular turnover volunteer leaders.

Administering the social media site

Each OSB entity desiring a social media presence shall work with a primary contact from the OSB Communications staff liaison to determine the entity's objectives, the proper social media venues for the entity and the manner and location of its social media presence. The entity

should appoint one member each year to be the primary liaison for staff on social media management.

The OSB staff contact will establish the page/account for the Entity. The entity shall work with the staff contact to generate content updates to the page/account. In order to prepare for possible emergencies, and to facilitate future succession of entity's officers and members, the entity must timely share all information required to manage the page/account (such as, but not limited to, login, password, billing information, etc.).

Privacy

All information disseminated via a social media presence established by an OSB entity is subject to public inspection and disclosure in accordance with the Public Records Laws (ORS 192.410—192.502).

Content guidelines for social networking

Entities are responsible, in collaboration with their OSB liaison/contact and all those individuals participating in the social network, for complying with these guidelines.

In some circumstances, inappropriate use of social media may subject you to discipline for failing to comply with the Rules of Professional Conduct (RPC), as well as civil and/or criminal liability.

Any content generated by a section is subject to both legal and policy parameters.

See OSB Bylaws 11.1: General Policy.

Communications of the Bar and its constituent groups and entities, including printed material and electronic communications, should be germane to the law, lawyers, the practice of law, the courts and the judicial system, legal education and the Bar in its role as a mandatory membership organization. Communications, other than permitted advertisements, should advance public understanding of the law, legal ethics and the professionalism and collegiality of the bench and Bar.

Social Media: Best Practices

Keep the posts relevant to the work of the entity and mission of the OSB.. Adhere to all statutory prescriptions and Rules of Professional Conduct governing the privacy of individuals and confidential information of your clients. Represent the OSB and our profession well. Exercise good judgment when posting.

- Refrain from posting regarding judicial campaigns or appointments except to note a call for applications, report a final appointment or election, or share information about the OSB Judicial Voters Guide.

- Keep it relevant. Information can add value if it contributes to the legal community's knowledge or skills, improves the legal system or public understanding of the legal system, or builds a sense of community.
- Follow copyright laws. Always give proper credit for work. Make sure you have the right to use material with attribution before publishing. It is a good practice to link to others' work rather than reproducing it on your site. When in doubt as to the proprietary nature of material, don't use it.
- Protect proprietary and client information. Do not discuss or misuse proprietary or confidential information, and follow all professional and ethical rules governing the disclosure of information shared with you by clients. When in doubt, leave it out.
- Avoid politics. Comply with Article 12 of the OSB Bylaws. Do not discuss or take a position with respect to any local, state or federal elections, or political issues.
- Comply with Oregon rules governing lawyer conduct. Comply with all legal restrictions and obligations governing professional conduct, particularly those regulating communication and advertising (Oregon RPC 7.1), when posting content to any social network, including postings by an Entity.
- Do not violate antitrust laws. Antitrust laws prohibit postings that encourage or facilitate agreements between OSB members of different firms concerning the following, as they pertain to legal services: prices, discounts, or terms or conditions of sale; salaries; profits, profit margins, or cost data; market shares, sales territories, or markets; allocation of customers or suppliers; or any other term or condition related to competition.
- Abide by the social network's rules. By joining a particular social network, you agree to abide by that community's terms of use, so review those terms carefully.
- Avoid blatant marketing. Blatant marketing or advertising by individuals is inconsistent with the purposes of general dialogue and information exchange. OSB may use its own social media site to promote programs and services.

E-commerce

Entity shall not use social media pages to conduct any monetary transactions. All e-commerce must be transacted through the OSB website and managed by OSB staff.

Using the OSB's name and/or logo

OSB Entities may incorporate the OSB's name and/or logo into their social media identity with prior approval from the OSB Creative Services Manager or Communications Director.

To create consistency and community on the Web, the OSB has established standard logo templates, disclaimers, and naming conventions. Entities must work with their assigned OSB

staff contact to coordinate the development of the social network graphic and other site requirements.

All Entities must provide direct links on any social media page back to the “main” OSB social media page on that platform.

OSB Oversight

OSB reserves the right to monitor these sites and will take appropriate action to enforce these guidelines, including removing any content deemed inappropriate or not in keeping with these guidelines. In addition, entities and individuals who fail to comply with these guidelines may forfeit the right to participate in social networking activities sponsored by the OSB.