



OMES FACEBOOK PAGE

Guidelines

DECEMBER 2020



OKLAHOMA
Office of Management
& Enterprise Services



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Our social media presence

Social media is an important part of the OMES brand and should be managed like any other agency publication. This requires correct and consistent content that represents Oklahoma, OMES, your division and your department.

The standards and best practices in this guide apply to all OMES Facebook administrators. If, after reading and acknowledging the following information, you have further questions, please email the OMES media content coordinator at christa.bolain@omes.ok.gov.

Initial housekeeping

- Each administrator must be a member of the OMES Facebook Group on Microsoft Teams. No more than three individuals from your team may have administrative access to the Facebook page.
- The OMES media content coordinator, as well as any additional individuals they may select, must be an administrator on your Facebook page.
- Do not publish more than two posts per week during the first month.
- Provide a monthly analytics report to the OMES media content coordinator. Besides allowing Public Affairs to monitor your page's performance, this is a good habit to steer your content. You are welcome to design a report page (refer to the example on Page 11) or simply create a clean Word document that includes impressions, engagement, audience and top three posts for each month.
- All published Facebook communication should follow the [State of Oklahoma Social Networking and Social Media Guidelines](#).
- If you want Public Affairs to post your content to other OMES social accounts, submit a Service Desk ticket (Figure 1) with the following elements and CC Christa Bolain and Brittany Coley-Roberts:
 - A Twitter-sized graphic.
 - An Instagram-sized graphic.
 - An IG/FB story-sized graphic.
 - Social media post text – Remember: Twitter only allows 280 characters. If you send something longer, PA will edit it to include only essential content.
 - A hard deadline – Include a date and time for posting.

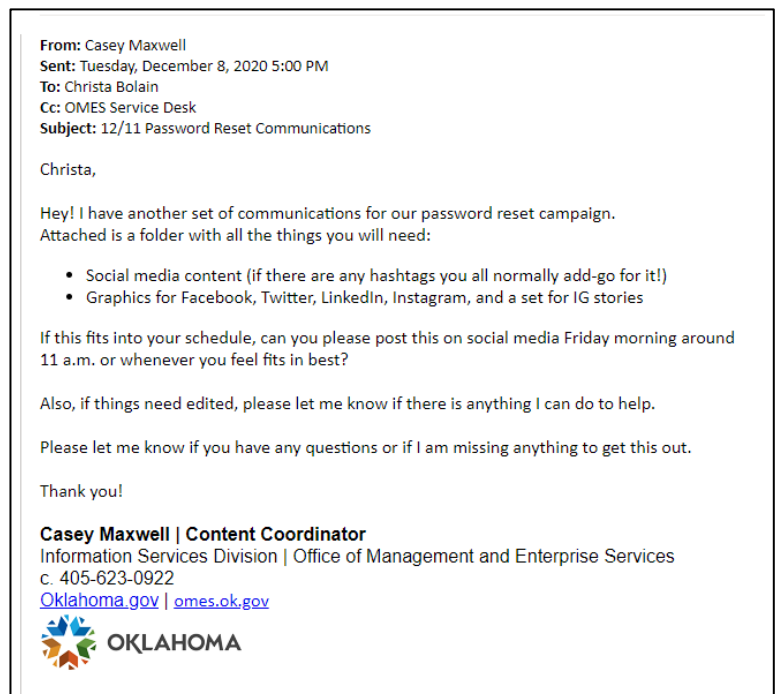


Figure 1. Example ticket request for posting to other OMES social media platforms.

Create a professional Facebook profile

Unless you limit your personal Facebook profile to positive opinions and work-related content, create a separate professional profile using your OMES email address.

Do not use your professional Facebook profile for political purposes or private business. Since your Facebook page exists only for official agency business, all text, images, comments and messages are subject to agency standards, regardless of personal beliefs and affiliations.

Your professional profile should include:

- Your first and last name as indicated on your employee file.
- Professional account.
- Your job title.
- OMES division.
- A tasteful profile picture with an approved OMES frame.*
- An appropriate cover photo.

*Go to your Facebook profile and select **Edit** on your profile picture. Then select **Add Frame**. Search for one of the following:

- OMES Sky Blue.
- OMES Woodland green.
- OMES Clay Red.
- OMES Prairie Gold.
- OMES Water Blue.
- OMES Slate Gray.
- OMES Black.

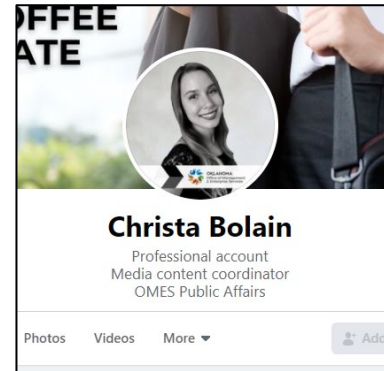


Figure 2. Example professional Facebook profile.

Create a Facebook business page

Consistent Facebook pages deliver a visually coherent look across OMES social media. Just as our agency page follows a standardized approach, our divisions' pages should be consistent. Facebook pages should include:

- Page name: OMES [your division or department]; e.g., OMES Thrive; OMES Statewide Learning Services.
- Category: Government organization.
- Profile picture and cover photo:
 - Profile graphic must include an OMES logo.
 - Cover photo must include an OMES logo and be approved by Public Affairs.
- Description:
 - Must be reviewed and approved by Public Affairs.
 - Send for review in a Service Desk ticket.
 - Must include the OMES disclaimer (below).



➤ Disclaimer:

DISCLAIMER:

OMES reserves the right to moderate any and all comments. Comments will be hidden and reported if they meet any of the following criteria:

- Profanity, hate speech and offensive or inappropriate language.
- Personal attacks on other users or OMES staff.
- Posts containing illegal activity, political or fund-raising solicitations, spam or copyright/trademark infringement.
- Posts containing advertisements or solicitations.
- Off-topic posts inappropriate for this forum.

Comments posted by others do not reflect the opinions of OMES. This Facebook policy is subject to change at the discretion of OMES.

Facebook page conduct

- **Avoid Facebook Live.** We encourage posting recorded, edited videos to your page as Facebook Premieres. Unless your videos are scheduled as regular, previously approved content, please submit a Service Desk ticket for PA approval. We are also happy to help brainstorm your video plans.
- **Avoid sharing public figures or interests on this page.** Quotes and other professionally related content are allowed as long as you reference the author and link to the source or article within the text of the post.
- **Be respectful.** Respect your audience and your co-workers. The state government community contains a broad employee base with a diverse set of customs, values and points of view. Don't be afraid to be yourself, but do so respectfully. Don't use ethnic slurs, personal insults, obscenity or engage in any conduct that would not be acceptable in the workplace. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory – such as politics and religion (from the [State of Oklahoma Social Networking and Social Media Guidelines](#)).
- **Be sensitive when providing links to content.** Redirecting to another site may imply an endorsement of its content.
- **Engage with your audience.** Respond to comments as much as possible to engage with your audience. In situations where comments violate our page policy, you may hide the comment. However, a negative comment, alone, is not grounds for hiding, as freedom of speech is protected by law. If the comment is unrelated and cannot be resolved by engagement, best practice is to ignore. If you have questions on what content to hide or ignore, please contact the OMES media content coordinator via email or Teams.
- **Do not delete comments on your posts.** Doing so is in direct violation of your audience's First Amendment rights and can have legal consequences for you and OMES.

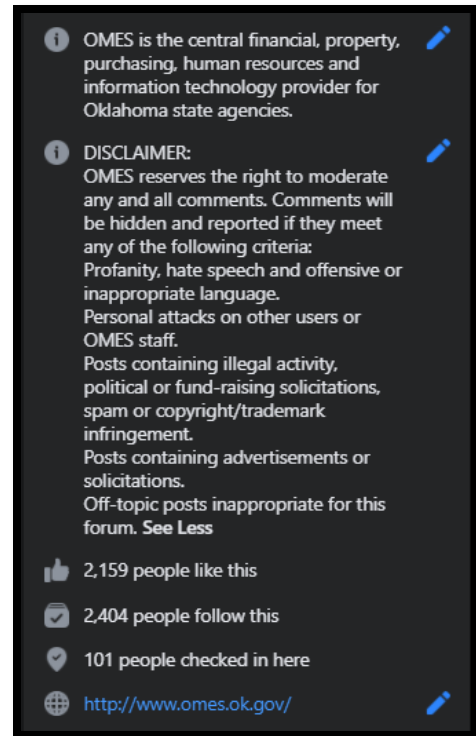


Figure 3. Example of an OMES Facebook page disclaimer.



Public Affairs reserves the right, at our discretion, to remove any post or to revoke a user's privilege to post to our pages.

NOTE: Retain a copy of all messages, comments and reactions to OMES posts. Even if not visible publicly, these communications may be subject to release under the Oklahoma Open Records Act.

Keep it legal

Americans with Disabilities Act compliance

Overview

Don't exclude visually impaired or blind readers. Don't let your copy rely heavily on imagery and use tags and captions as opportunities to fully describe pictures. Remember to describe hyperlinks effectively in the text that is linked. Do not use linked text that prompts, "Click here."

Alternative text description for images

Even the most artistic and informative graphics could be lost on member of your audience who use assistive technology to interact with your content. Alternative text offers them a taste of your visual magic. There are multiple ways to approach alt text effectively.

If your graphic is text-heavy:

1. Spell out the information – If your graphic is merely a colorful vessel for featured text, simply include the text word for word in the body of the post.
2. Use Facebook's alt text feature – After you upload an image, select the **Edit** icon and then select the **Alternative text** tab. Facebook's predictive technology may get it right, but the custom alt text option is preferred for clean, accurate copy.

If your graphic has no text:

1. Describe the image – As long as you capture the essence of the image, i.e., the reason you're publishing it, you can include as many or as few details as you like. However, a sentence or two will usually suffice.

Video and audio alternatives

All video- and audio-only content should have a text transcript. Transcripts should be directly below the media.

Hashtags

While hashtags are not as common on Facebook as they are on Twitter and Instagram, if you use them, adhere to the ADA-complaint CamelCase standard. CamelCase makes hashtags easier to read by capitalizing the first letter of each word, e.g., #ASeatAtTheTable; #HaveAGreatWeekend. Please do not use sentence case (#ASeastattheTable) or lowercase (#aseatatthetable) tags.

Emojis

Relevant emojis draw visual attention to your post, especially when you include a lot of text. However, screen readers will verbally describe the emoji. With that in mind, use good judgment when choosing emojis, and insert a space to separate them.



Plain language and writing style

Five quick writing tips:

1. Use one space between sentences. We know your typing may have teacher told you two, but for the purposes of modern layout, one is enough.
2. Keep it to one thought per paragraph, especially online. Long bulky paragraphs tend to lose the readers' attention.
3. When you use "that," read the sentence again and imagine it without it. Chances are you don't need it.
4. Space and attention are limited, so get right to it. The first sentence should tell your reader exactly what to expect from the rest of the piece.
5. Use commas respectfully – they really aren't the punctuation for every situation. Sentences do not require several sprinkled about for effect.

For more details and examples, refer to the [OMES branding and identity guidelines](#), Part 6 – The written and virtual world.

Avoid using acronyms

In general, avoid alphabet soup and spell out the full name if there's a chance a reader won't recognize the meaning of an abbreviation or acronym. A first reference should almost always be spelled out. On the first reference, the abbreviation or acronym should not follow in parentheses, especially if the shortened form is used close to the spelled out first reference. In limited cases, if the abbreviation or acronym is more common than the long form, then use the short form (DVD, ATM, laser, scuba).

Keep in mind your audience. While OMES might be well known to us and others within state government, outside these walls, most people would struggle to come up with Office of Management and Enterprise Services as the meaning of the abbreviation.

Copyright compliance

How long does copyright last?

Copyright begins the moment something is created or otherwise recorded. Currently, it legally lasts the life of the creator plus 70 years. For companies, a copyright lasts 120 years from when it was created or 95 years from when first published.

Obtain owner's permission before use

Unless you personally produce an image, graphic or text, someone else has creative rights to it. If you really need to use someone else's intellectual property, you must obtain written permission, like an email, to avoid legal consequences.

If you cannot get permission, restate or recreate the idea(s) in your own work.

Avoid using large amounts of someone else's expression verbatim. For example, use the first 20 seconds of a Creative Commons song as background to a video you design, and give proper attribution.



Fair use

Fair use is a federal statute that allows limited copying without permission (refer to 17 U.S. Code § 107). Specifically, you must contribute something original to what you are copying. For example: Design original content over a Bigstock image.

Key takeaways to avoid copyright infringement:

- Obtain author's permission before use.
- If you cannot get permission, restate or recreate the idea(s) in your own words, images, etc.
- Avoid using large amounts of someone else's expression verbatim.
- Consider very carefully and honestly whether your use of someone else's expression could potentially qualify as fair use.
- Don't hesitate to consult OMES' legal counsel.

Public records law

Be mindful that all content, comments and messages posted on an official OMES-related Facebook page are subject to the [Oklahoma Open Records Act](#) found at Title 51, Sections 24A.1 through 24A.30 of Oklahoma Statutes. All information – even private messages on your professional profile – communicated through Facebook can be used in any print or online media format. This applies to information shared or received during and after work hours, even if using a personal device.

All Facebook communications are subject to the requirements of the Office of Records Management and the Child Internet Protection Act. [Information about this act and its requirements](#) is found on the Federal Communications Commission website.

A wise rule of thumb: If you would not want it on the front page of the newspaper your boss reads, do not publish it on Facebook.

Graphic design

OMES Public Affairs recommends using Adobe Photoshop or [Canva](#) to design social media graphics. Canva is a free design platform that offers drag-and-drop functions and templates to create a vast array of content. If Photoshop intimidates you, Canva is a great alternative.

The following information is summarized from the [OMES branding and identity guidelines](#). For detailed information, refer to this guide – located at the bottom of the About page on the OMES website.

NOTE: Consult the official OMES Facebook page for examples of approved graphics and posts.

Dimensions

- Facebook post – 940 x 788 pixels.
- Facebook video – 1080 x 1080 pixels.
- Facebook story – 1080 x 1920 pixels.
- Facebook cover – 2050 x 780 pixels.



OMES social media core visual elements:

- Logo.
- Color.
- Chevrons.
- Symbol as supergraphic.
- Font (typography).

Logo

The OMES logo is most visible and effective when surrounded by open space. As you'll see in the diagram on Page 10, unobstructed clear space must surround the logo in all situations. At minimum, this space must be equal to the measure of a square drawn within the star of the symbol.

In general, the logo should go in the bottom right corner, unless it is better suited in a different spot due to spacing or background color.

Color

Included on Page 10 are specifications for digital presentations (HEX and RGB). These values have been carefully chosen for the Oklahoma brand.

- Sky Blue.
- Woodland Green.
- Clay Red.
- Prairie Gold.
- Water Blue.
- Slate Gray.

Chevrons

Our chevron graphics are design elements taken from the Oklahoma symbol. In layout, they are used to provide color and energy and to direct viewers' eyes to important elements.

The chevrons may be used in any of our core brand colors or in black and white. Colors outside of our core brand palette must **not** be used in the chevrons.

Use of the chevrons may be bold and overt or light and understated. Transparency may be used to make the graphic chevrons appear more subtle or to have them integrate better with backgrounds.

The chevrons may also be used as a holding shape for imagery or used in graphic patterns.

Symbol supergraphic

The symbol from the Oklahoma logo may be used as a supergraphic. It is used to highlight our presence and provide an energetic element in our designs.

The supergraphic is not a replacement for the logo – it must always be used in addition to the Oklahoma logo. The supergraphic is cropped on one or two edges but never three or four sides. This crop is consistent to ensure the star within the symbol is fully visible.



The supergraphic may be used in full color, monochrome in any of the core brand colors or in black and white.

Transparency may be used to make the graphic chevrons appear more subtle or to have them integrate better with backgrounds

Typography

For graphics featuring text, a standard nondecorative font, particularly our primary font, Montserrat, should be used. The font size should be no smaller than 10 point and no bigger than 16 point for body copy. Headline font sizes can be larger. Refer to the [OMES branding and identity guidelines](#), Page 19, for a list of other acceptable fonts.

External resources

[State of Oklahoma Social Networking and Social Media Policy and Standards](#)

[State of Oklahoma Social Networking and Social Media Guidelines](#)

[Digital.gov](#) – Federal social media resource

[Government Social Media Community](#) – Helpful group on Facebook



Acknowledge and sign

OMES Public Affairs may update these guidelines when necessary. In the event of revisions, each social media administrator will receive a new copy via email to review and sign electronically. OMES Public Affairs is the ultimate content manager of all OMES Facebook pages and has the authority to edit and remove content at its discretion.

By signing this form, I acknowledge that I have completely read and fully understand the OMES Facebook page guidelines and agree to be bound thereby. I understand that repeated failure to comply with these guidelines may result in the loss of administrative access to my FB business page. I hereby release any and all claims against OMES or any OMES employee utilizing material created for official OMES Facebook pages.

Name _____ OMES email address _____

Phone _____

Division/department _____ Supervisor name _____

Employee signature _____ Date _____

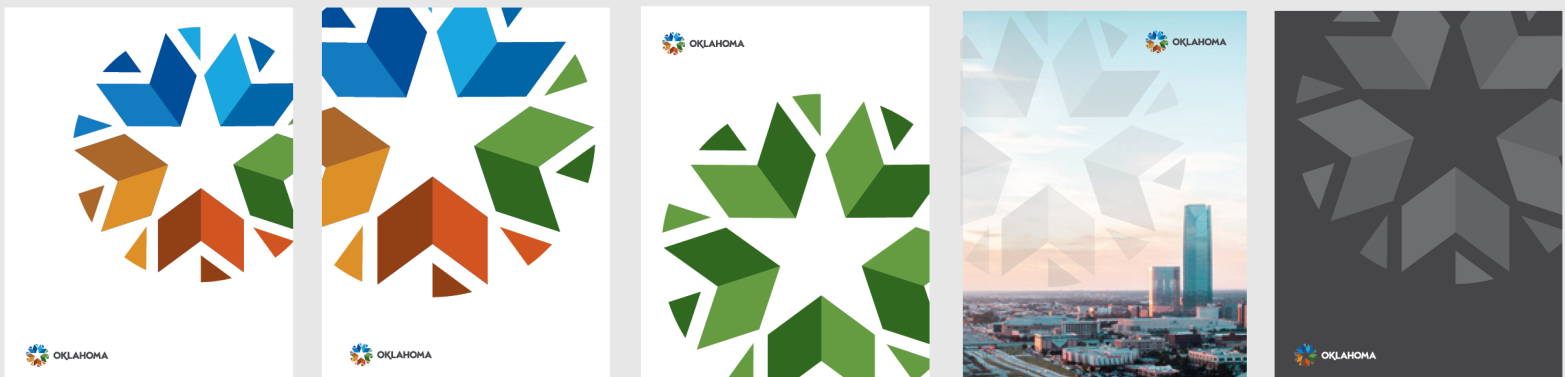
Logo spacing and variations



Graphic chevrons



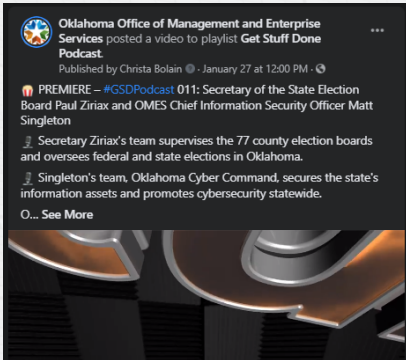
Symbol as a supergraphic



Color specifications

Bright	Bright	Bright	Bright	Bright	Bright
#1CA6DF R28 G166 B223	#669B41 R102 G155 B65	#D15420 R209 G84 B32	#DE9027 R222 G144 B39	#187BC0 R24 G123 B192	#787878 R120 G120 B120
Dark	Dark	Dark	Dark	Dark	Dark
#0066A6 R0 G102 B166	#326820 R50 G104 B32	#914115 R145 G65 B21	#A96728 R169 G103 B40	#004E9A R0 G78 B154	#464646 R70 G70 B70
Sky Blue	Woodland Green	Clay Red	Prairie Gold	Water Blue	Slate Gray

Top three posts



OKLAHOMA Office of Management and Enterprise Services posted a video to playlist **Get Stuff Done Podcast**.
Published by Christa Bolain @ · January 27 at 12:00 PM ·

PREMIERE - #GSDPodcast 011: Secretary of the State Election Board Paul Zirniak and OMES Chief Information Security Officer Matt Singleton

- Secretary Zirniak's team supervises the 77 county election boards and oversees federal and state elections in Oklahoma.
- Singleton's team, Oklahoma Cyber Command, secures the state's information assets and promotes cybersecurity statewide.

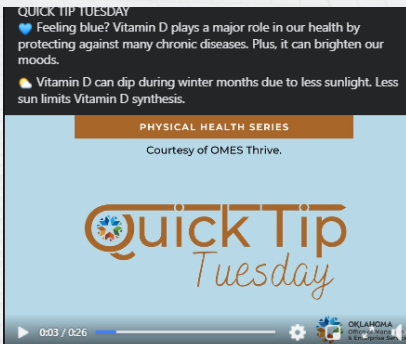
O... See More

ENGAGEMENTS

300

REACH

3,000



QUICK TIP TUESDAY

- Feeling blue? Vitamin D plays a major role in our health by protecting against many chronic diseases. Plus, it can brighten our moods.
- Vitamin D can dip during winter months due to less sunlight. Less sun limits Vitamin D synthesis.

PHYSICAL HEALTH SERIES
Courtesy of OMES Thrive.

Quick Tip Tuesday

0:03 / 0:26

ENGAGEMENTS

200

REACH

2,000



OMES Human Capital Management is seeking a human resources coordinator.
<https://bit.ly/3aqXahl>
Filing deadline is Feb. 4
Recruitment No. 210121-UNCC-04
#OMES #HCM #HumanResources #Coordinator

Job opening

OMES is looking to hire a **HUMAN RESOURCES COORDINATOR** to support our Human Capital Management division!
Recruitment No. 210121-UNCC-04
Filing deadline is Feb. 4.

Visit jobs.ok.gov to view all available positions and start your career with OMES today!

ENGAGEMENTS

100

REACH

1,000

Impressions

142,661



TOTAL NUMBER OF TIMES PEOPLE VIEWED PAGE CONTENT.

Brief summary of impressions and conclusions drawn about what content was viewed most and why.

Engagement

7,720



TOTAL NUMBER OF INTERACTIONS WITH PAGE CONTENT.

Brief summary of engagement and conclusions drawn about what people interacted with most and why.

163
SHARES



229
COMMENTS



1,237
REACTIONS



Audience

5,902



TOTAL NUMBER OF PAGE FOLLOWERS.

Brief summary of audience and gender demographics.

10,000



TOTAL NUMBER OF PAGE LIKES.

35-55+
AGE RANGE

MON-THURS
10 a.m.-2 p.m.
MOST ACTIVE

