

## **Social Media Site Registration Checklist**

- **The social media site must include a link to an official OSM website.**
- **The site should include a valid OSM email address.**
- **The site must be clearly identified as “official”.**  
Site needs to clearly be identified as an “official” presence. However, the word “official” does not need to appear in the site name.
- **Requesting Naming Conventions.**  
For every social media account created, an “OSM” or “@OSM” must exist in front of the office name. For instance, if the Assistant Director, Information Resources had a Facebook and Twitter account, the accounts would be: OSM Assistant Director, Finance and Administration (Facebook) and @ OSMADFA (Twitter). NOTE: The names “OSM” and “@OSM” are reserved for the OC Headquarters staff.
- **The site must be categorized as a government page.**
- **The site must post disclaimer text.**  
The disclaimer text identifies the page as an official social media site and disclaims any endorsement. Refer to the standard text in the OSM Social Media Guidance document.
- **The site must have posting guidelines.**  
Facebook pages must include "Posting Guidelines" under the "Info Tab." Refer to the standard text in the OSM Social Media Guidance document.
- **The site must adhere to security guidelines as required by the Information Resources Office.**