The State Bar of California engages in community outreach to promote the protection of the public and to encourage lawyers to uphold the high standards of the profession. Accordingly, the State Bar recognizes that social media platforms, such as Facebook, Twitter, LinkedIn and YouTube, are valuable tools to facilitate the engagement of these two constituencies and to disseminate information.

The use of social media, however, must be guided by the constraints of the State Bar being a governmental agency and the responsibilities commensurate with that position. To that end, the State Bar, and its offices and departments must use the following guidelines to govern its presence on any social media platforms.

**Accounts:**

The State Bar’s Office of Communications creates, maintains and administers the primary State Bar account on any social media platform to avoid confusion over other State Bar accounts.

Other State Bar offices, departments or divisions may maintain their own social media accounts. However, their accounts should expressly identify what division they represent to distinguish them from the primary State Bar presence.

Only authorized State Bar employees, or others they designate, can create, maintain, or administer any official State Bar social media accounts. Only State Bar employees, or others they designate, who have been trained to meet the appropriate electronic information and technology accessibility guidelines are eligible to have this responsibility.

The Office of Communications staff will create an advisory board to oversee all social media platforms. When advisory board members confront difficult issues not clearly covered in the Social Media Policy, they will consult with the Office of General Counsel. The advisory board will create and maintain a master list of all social media platforms authorized by the State Bar. State Bar-related platforms that are not on the list and are run by State Bar employees will be required to shut down.

**Generally Applicable Parameters:**

Social media must be used only to disseminate to lawyers and the public news and information about the State Bar, its mission, and its programs and policies, and other similar programs and policies. Content cannot promote political, religious or social issues.
Anyone must be allowed to become a follower or fan of the State Bar’s social media accounts. This does not apply to closed LinkedIn groups created for the membership of a particular Section.

Comments on social media platforms must not:

- be abusive or attack people personally
- be defamatory
- be repetitive
- be off topic
- promote a business or commercial interest
- promote an unlawfully discriminatory position.

Comments that fail to meet these standards are subject to removal. This policy should be clearly identified on State Bar-related social media platforms.

State Bar content must conform to proprietary and other intellectual property law. Proper credit and attribution must be given to the content’s original author. To that end, external content that is identified on State Bar social media presence should be referenced by hyperlinking to the external Internet page in lieu of cutting and pasting material into the State Bar content. A general description of the external content, or a minor quote from the content, is permissible, as long as it is in accessible format, and the content’s origin is given proper attribution, along with proper hyperlinking.

State Bar content must conform to professional and ethical rules. To that end, no confidential or privileged information should be posted.

State Bar content must conform to privacy and financial disclosure laws. To that end, no personal or private information should be posted.

**Facebook-Specific Directives:**

The purpose of Facebook pages created and run by State Bar staff is to disseminate to California attorneys and the public news and information about the State Bar, its mission, and its programs and policies, and other similar programs and policies.

Comments on Facebook pages must not:

- be abusive or attack people personally
- be defamatory
- be repetitive
- be off topic
• promote a business or commercial interest
• promote an unlawfully discriminatory position.

Comments that fail to meet these standards are subject to removal. This policy should be clearly identified on State Bar-related Facebook pages.

Per Facebook Government Terms, all official State Bar content must contain the following content in a prominent location that references the State Bar office, department or divisions official web pages: “If you are looking for more information about [Government Entity], please visit [website URL].”

Posting Ability: Deselect both boxes to ensure that only authorized State Bar employees or their designees have power to post content, add photos and add video.

Post Visibility: Select “Hide posts by other people on my Page timeline” and deselect the “Highlight recent posts by other people” box.

Messages: Deselect box that allows people to contact a page privately.

Country Restrictions: none

Age Restrictions: none

**Twitter-Specific Directives:**

The purpose of the @StateBarCA Twitter feed and others run by State Bar staff is to disseminate to lawyers and the public news and information about the State Bar, its mission, and its programs and policies, and other similar programs and policies.

As is consistent with Twitter practice, the State Bar will follow other Twitter feeds to encourage them to reciprocate. Among the general categories of Twitter feeds the State Bar follows are law schools, law-related groups, bar associations, law firms and lawyers, government and regulatory agencies, and mainstream and legal affairs news media and reporters.

Anyone can become a follower of State Bar Twitter feeds. The State Bar Twitter feed @StateBarCA and other State Bar Twitter feeds may retweet the tweets of other organizations and individuals only if doing so is consistent with the State Bar’s mission of public protection and the better education of California attorneys. Retweets are not endorsements, as Twitter profiles should clearly state.

In Account Setting > Security and Privacy > Privacy > Discoverability: Deselect the box marked “Let others find me by email address” in order to prevent unwanted inbound communications.
State Bar departments should contact the Office of Communications if they would like to tweet something on @StateBarCA. Also, Communications must approve the creation of any new Twitter handles for other departments.

LinkedIn-Specific Directives:

The purpose of LinkedIn groups created and run by State Bar staff is to disseminate to lawyers and the public news and information about the bar, its mission, and its programs and policies, and other similar programs and policies.

Comments on LinkedIn must not:

- be abusive or attack people personally
- be defamatory
- be repetitive
- be off topic
- promote a business or commercial interest.
- promote an unlawfully discriminatory position.

Comments that fail to meet these standards are subject to removal. This policy should be clearly identified in the Group Rules of State Bar-related LinkedIn Groups.

YouTube-Specific Directives:

All postings on YouTube should be remediated to comply with standards set by the Americans with Disabilities Act, as follows.

1. Channel Settings:
   a. Monetization is shut off.
   b. Superimposed Advertisements are turned off.\(^1\)
   c. Channel recommendations are shut down, so that the State Bar’s channel will not appear in other channel’s recommendations.

2. Video Upload Default Settings:
   a. Privacy – when a video is uploaded, it is set to “unlisted” until properly prepared.
   b. Category – set to “Non-profits & Activism”
   c. License – Standard YouTube License, and not Creative Commons (per OGC’s recommendation)
   d. Comments are turned off.
   e. Ratings are turned off.

3. Accessibility:

\(^1\) Pre-content Advertisements are not controlled by a channel, rather by the website. So it is possible a visitor will encounter an advertisement prior to viewing bar videos on Youtube.com. By no means is pre-content ads a certainty when viewing bar videos.
a. Captions – All videos must be captioned, including text indications of accents, voice inflection, whispering, laughter, inaudible content, music and sound effects, introduction, of announcers and speakers. There is an area/control to configure captions for each video. YouTube.com provides automatic captions in several languages. The software is relatively new, and imperfect, and results in multiple errors. All captioning must be proofread to correct any errors. This same interface allows the upload of a proper caption file. Captions, whether uploaded or generated with the must also be synchronized with the video content.

b. Audio Descriptive Track – If any nonverbal or otherwise unspoken activity occurs on the screen, a second video must be provided with an enhanced audio track called an audio descriptive track that contains narration describing the nonverbal activity occurring in the video.

c. Transcript – A transcript must be provided that includes audible content as well as a detailed description of the on screen action/nonverbal activity, descriptions of any screen shots, photographs, meaningful facial expressions, unusual costumes, use of irony, music, and scenery at the appropriate point in the transcript.

d. Meta Data – All meta data, including title, description, and tags/key words must be manually entered by the individual uploading a video.

Please contact the Office of Communications for any questions regarding these guidelines or the State Bar’s use of social media in general.