



TO: Stitt Administration New Appointees
FROM: Charlie Hannema, Chief of Communications
RE: Appointee onboarding/announcement procedures

OBJECTIVE:

Our goal in this policy is to ensure you, the new appointee, and Governor Stitt are positioned for success. The information below will prepare you for a smooth announcement of your appointment and get your service to Oklahoma off to a great start.

GUIDING RULE: Nothing on the internet is private.

We also want to make sure you are briefed on potential issues facing your agency/board/commission before you are interviewed about them as well as have a general overview of what to expect if you've never done a media interview before.

BEFORE YOUR APPOINTMENT IS ANNOUNCED:

- Adjust your social media privacy settings to where only friends can see your profile.
- You can make you Facebook private by following these steps:
 1. Select the arrow in the upper-right corner of any Facebook screen.
 2. Select Settings & Privacy in the drop-down menu.
 3. Choose Settings.
 4. Select Privacy in the left pane.
 5. The first item listed is Who can see your future posts. If it says Public, select Edit and choose Friends from the drop-down menu.
 6. Select Close to save the change.
- Additional steps to protect your privacy can be found [here](#).
- If you do not know them personally, do NOT accept new friend requests.
- We strongly recommend using Tweetdelete.net to delete tweets older than a set time period (recommended 3-6 months).
- Remove anything controversial from your platforms. As an appointee, you represent Governor Stitt at all times. While your post may be perfectly justified, public criticism draws resources away from the governor's priorities

and distracts from the important work the administration is doing to become a Top Ten state.

- Expect a phone call or email from the Governor's Office communications team. Depending on your appointment, we may issue a press release to announce it and will need to confirm your bio and some other basic information.

AFTER YOUR APPOINTMENT IS ANNOUNCED:

- Do not accept social media friend requests on your personal account from reporters. If you were not friends with them before, it's highly unlikely they are reaching out after your appointment to create a personal friendship.
- Prepare to be contacted by reporters.
 - Direct all media requests to Carly Atchison in the Governor's Office at carly.atchison@gov.ok.gov.
 - Do not make any commitments to interview i.e. "I'd love to talk with you" or "I'm sure that wouldn't be a problem" or "it's good with me if it's good with the Governor's Office."
 - Just say: "Thank you for reaching out. Please contact Carly Atchison in the Governor's Office and she will follow up with you."
 - NOTE: Reporters love to divide and conquer by trying to ask the Governor's Office and appointees the same questions and hope for different responses. Don't take the bait!
- Do not answer calls from phone numbers you don't recognize. Reporters will find your cell phone number even if you think it's private.

We appreciate the commitment you have made to the people of Oklahoma and look forward to working with you throughout your service to our great state.

Please do not hesitate to reach out if you have questions or need additional information.

Sincerely,

A handwritten signature in black ink that reads "Charlie Hannema". The signature is written in a cursive, slightly stylized font.

Charlie Hannema
Chief of Communications to Governor J. Kevin Stitt