

SOCIAL MEDIA POLICY

“Social Media” includes staff and community created content sites like blogs, forums, Flickr, YouTube, Wikis, Facebook, Twitter and other content sharing sites. It includes material hosted and created by library staff members and material created on other social media sites when acting as a library employee or representative.

When using social media both behavior and content are a reflection of the person posting to the site and of the organization the person represents.

Below are the social media dos and don'ts for the library:

Dos

- 1) Be professional - Speak the way you would in a professional setting.
- 2) Be courteous.
- 3) Be accurate - Check facts before posting and provide supporting sources.
- 4) Be useful - Add content that adds to the conversation.
- 5) Be intelligent - Content should provide value or insight.
- 6) Be conversational- Avoid pedantic or stilted language, show a pleasant personality.
- 7) Be non-confrontational- disagree respectfully.
- 8) Be prompt - Respond to a comment as quickly as possible.
- 9) Be identifiable - Use your real name, do not post anonymously.
- 10) Be transparent - Disclose where you work if it is relevant. Always be honest and truthful.

Don'ts

- 1) Share secrets – If in doubt, don't post. Think about confidentiality and permission when reposting content.
- 2) Bad mouth - Keep the language clean and avoid slamming people or companies.
- 3) Complain - Nothing nice to say? Say nothing at all.
- 4) Do something stupid - If it is detrimental to anyone, don't do it.
- 5) Defame - Show respect to everyone.
- 6) Forget your day job - Don't become so consumed by posting and reading posts that other duties suffer. Be moderate.

Moderation of Library social media content is the act of reviewing and approving content from others. The library's aim is to promote community conversation. We will remove content that is abusive, off-topic, contains personal and/or cultural attacks or insults, promotes hate of any kind, is offensive in nature or contains offensive language, is spam, is potentially libelous, contains plagiarized material, contains commercial content or is detrimental in any way.