

## Langsdale Library Social Media Policy

### **Purpose of this policy:**

This policy is for faculty and staff intending to engage in Langsdale Library branded social media activities. You are representing the library when you use its social media accounts, and this policy provides general rules to ensure consistency.

### **What is social media?**

Social media (defined here as the use of third party hosted online technologies that facilitate social interaction and dialogue) provide alternative ways for Langsdale Library to share, listen, and engage with the university community. Social media includes social networking sites like Facebook, micro-blogging tools such as Twitter, and audio-visual networking sites such as Flickr and YouTube.

### **Why are we using social media?**

In order to fulfill [Langsdale Library's mission](#), we seek to connect, share, and listen to our users on social media. Our users are increasingly active online, and the library intends to be present in these virtual spaces to support the teaching, learning, research, and information needs of the university community.

### **Who can use social media?**

All Langsdale Library faculty and staff should feel free to publish and/or comment using Langsdale's social media accounts in accordance with this policy. In addition, student workers and interns may have limited access to Langsdale's social media. They will be supervised by the chair of Langsdale's marketing committee.

### **How can social media be used?**

All uses of social media must follow the same ethical standards that Langsdale Library employees must otherwise follow. Librarians and library staff should consider the [ALA Code of Ethics](#) when using social media. Interactions on social media must adhere to [Policies Affecting Library Services and Records](#), protect confidential information with [privacy laws](#), and respect [copyright](#) and other legal rights.

All social media sites maintained by Langsdale must have a consistent look and feel to the library's website and other publications. Profile information may be obtained from the chair of Langdale's marketing committee.

Any maintenance issues should be brought to the attention of the chair of Langsdale's marketing committee.

## **General guidelines for social media effectiveness:**

**Quality matters.** Post interesting things that the university community will care about. Proofread, and if you have questions about the content, ask before you post.

**Use good judgement.** You are encouraged to engage members of the university community, but use common sense to determine what's appropriate. Don't do or say anything you wouldn't at work.

**Be aware.** What you're saying is representing the library. It's public and permanent.

**Add value.** The best content relates to Langsdale Library and its mission to be a service, resource, and space for teaching, learning and scholarship. You can reflect the library's purpose using appropriate humor, photos, facts, and current events.

People follow Langsdale on social media because they want to know what we have to say. When posting, be sure to link your postings with Langsdale-specific content.

Notify the chair of Langsdale's marketing committee if you plan on actively participating in social media so that we have a current record of who is posting on behalf of the library.

If you, your department, or your group plan to create a new social media identity of any kind using Langsdale Library's name, you'll need prior approval from the chair of Langsdale's marketing committee. Assistance in setting up social media accounts and their settings can be obtained from the Langsdale Library digital services librarian.

While there may be additional guidelines for specific social media platforms available from the marketing committee, the above guidelines should be applied across all platforms. Inquiries about additional specific guidelines can be directed to the chair of Langsdale's marketing committee.

### **Who has the final word?**

The chair of Langsdale's marketing committee reserves the right to remove, edit or otherwise modify any posting to the library's social media accounts in order to ensure a consistent and professional image.