CREATING SOCIAL MEDIA POLICIES IN PUBLIC LIBRARIES

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SOCIAL MEDIA & PUBLIC LIBRARIES

• Why is social media important to public libraries?
“As professionals we must stay current to foster our own skills and encourage the professional development and aspirations of others. By using social media we are better able to serve our public as the world around us changes.” — ALA Explanatory Statement on Code of Ethics
“By using Facebook as a platform for telling and producing a story about the library from the perspective of the librarians … they [librarians] developed strategies to renegotiate the meaning of Facebook, and constructed a purpose for use that would both empower them and their workplace. By using Facebook as a platform for telling and producing a story about the library from the perspective of the librarians, the workers … developed strategies to renegotiate the meaning of Facebook, and constructed a purpose for use that would both empower them and their workplace.” - Carlsson, 2012
SOCIAL MEDIA & PUBLIC LIBRARIES

• Why is social media an important concern for library trustees?

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WHY CREATE A SOCIAL MEDIA POLICY?
SOCIAL MEDIA POLICIES

• Statement of Purpose
• Definitions
• Privacy Policy
SOCIAL MEDIA POLICIES

• Usage Rules – Public
  • Public contributions are welcome but will be reviewed for content and relevance
  • Prohibited activities
  • Statement of indemnification
  • Library reserves the right to:
    • Edit, alter, and reproduce public posts
    • Delete posts and block users
    • Continually evaluate social networking and terminate social networking without notice to the online community
SOCIAL MEDIA POLICIES

• Usage Rules – Library Staff
  • Rules for how new social media accounts are established and maintained
  • Staff posts represent the organization – not the individual
  • Staff activity must comply with employer standards
  • Prohibited activities
  • Rules for personal accounts
SPECIAL CONSIDERATIONS

• Staff Time
• Volunteers
• Ethics
• “Social Media Policy” not just “Facebook Policy”
QUESTIONS?
WORKS CITED
