

Social Media Policy

Summary

This document defines the purpose, policies, and best practice, of the library social media platforms.

Social Media Purpose

Defined as an online platform in which the library can engage with patrons and the community at large about the library's resources, services, events. The social media platform (e.g.: Facebook) will be used as both a marketing tool and an extension of the reference services.

Policies

- The Library's social media account will be managed by the Reference Librarian.
 - Other library employees are encouraged to post and comment on the platform to help increase the library's online presence.
 - However, posts must be preapproved by the Reference Librarian (Effective 9/23/2015).
- The Reference Librarian will respond to all comments and messages sent via applicable social media platforms publicly within the platform when possible and privately as appropriate.
- The social media account will be posted to regularly with at least two posts per week as a minimum.
- When naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.
- The library will protect confidential and proprietary information. Social computing blurs lines between internal and external communications. Sensitive information must never be posted.
 - Report potentially illegal content to LSUHSC-Shreveport campus police and library administration.

- The Library will not post items or comments that are obscene, racist, derogatory, or similarly objectionable in their content:
 - Personal attacks, insults, or threatening language
 - Potentially libelous statements
 - Plagiarized copyrighted material
 - Commercial promotions or spam
- Post will not use all upper case letters when writing as this is considered shouting.
- If an image is posted, and is not owned by LSUHSC-Shreveport or the Library, the image will link directly back to the original site. If the image is not from a website, then permission will be requested from the copyright holder before the image is posted.

Best practice

- Librarians and library staff should consider the ALA Code of Ethics when using social media.
- Social media from the Library is intended to supplement the means of communication currently in place for press, news, events, and announcements.
 - The best content relates to 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 photos, facts, and current events.
 - Post interesting things that the university community will care about. Proofread, and if you have questions about the content, ask before you post.
- Always check facts before posting.
- Engage with members of the university community, but use common sense to determine what's appropriate. What you're saying is representing the library. It's public and permanent.
- Maintain a positive, professional tone.
- Don't censor negative comments. You may see students or community members post negative comments from time to time. Use your best

judgment as to whether you want to try to reply officially and respectfully, or simply ignore the comment.

Disclaimer

- The Library does not collect, maintain, or otherwise use personal information stored on any third party site in any way other than to communicate with users on that site. The Library may contact you to seek permission to use your content in another forum, but will never do so without explicit permission and credit. Users may remove themselves at any time from the Library's "friends" or "fan" lists. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.
- The Library reserves the right to remove any posts or comments. Reasons for removal include, but are not limited to: inappropriate language, solicitations or spam, or off-topic comments.
- The Library assumes no liability regarding any event or interaction created or posted by any participant in any library-sponsored social media service, and does not endorse content outside the "pages" created by Library faculty or staff. These guidelines only govern the official Library social media sites and not the personal accounts of faculty and staff.

The Library is not responsible or liable for content posted by subscribers in any forum, message board, or other social media resource, and such subscriber comments do not reflect the opinions and/or positions of LSUHSC-Shreveport, the Library, its administrators, or its employees.