

Policy Manual

BUILDING

B8: Social Media

Purpose

The Library is committed to using current forms of Social Media to be more accessible to library users and to promote library services and resources. This policy is intended as a supplement to existing library policies and as a guideline for best practices. The Library is not responsible for the reposting or accuracy of a reposting of content from any of the Library's Social Media by another content provider.

Definition of Social Media

Social Media is defined as a web application, website, or account that is created and/or maintained by the Library which creates an environment where library staff and users can share opinions and information on library related subjects, events, or issues. Social Media includes community created content sites like Blogs, YouTube, Wikis, Social Networks, Twitter, and other content sharing sites.

When you use Social Media your behavior and content is not only a reflection of you but also of (our) Library, especially when using Library social media accounts, This policy complements, rather than overrides, any existing requirements that you act responsibly, respectfully and honestly.

Social Media do's:

- Have a Voice - Talk the way you would talk to real people in professional situations. Avoid overly formal or "composed" language. Don't be afraid to bring in your own personality. Be courteous, helpful, calm, confident, and listen and ask questions.
- Be Precise - Make sure you are accurate and check your facts (as well as grammar) before you post.
- Engage - Don't be afraid to add content that engages the user instead of directly promoting library services. Add content because you have something interesting to say, not for the sake of regular posting.
- Be Visual – Be succinct and use images, audio, and video to engage the user.
- Market your Strengths – Provide some value. Don't talk down. Offer insight and create opportunities to become an expert.
- Be Prompt – If you need to moderate or respond to a comment do so as quickly as possible.

Social Media Don'ts

- Don't Overshare - Maintain privacy, confidentiality and obtain permission to use content created by other people. If you aren't sure you can disclose something, just don't do it.
- Don't Bad Mouth – Keep the language clean and avoid insulting people or companies.
- Don't Spam – Keep in mind that certain Social Media applications are better suited for frequent posts than others. For example posting four or five times on Twitter in a couple hour span is less likely to turn off your users than doing the same thing on Facebook. Think about how often you would like to see content from other businesses and institutions show up on your feeds as a guideline.

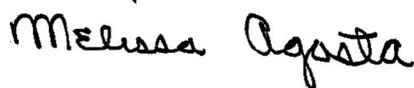
Moderation

Moderation is the act of reviewing and approving content from others. Our aim is to promote community conversation, so we will remove content that:

- is abusive
- is 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

Approved: September 18, 2013; Amended June 22, 2017; June 27, 2019

Signed:

A handwritten signature in black ink that reads "Melissa Agosta". The signature is written in a cursive, flowing style.

Melissa Agosta
President
Novi Public Library