



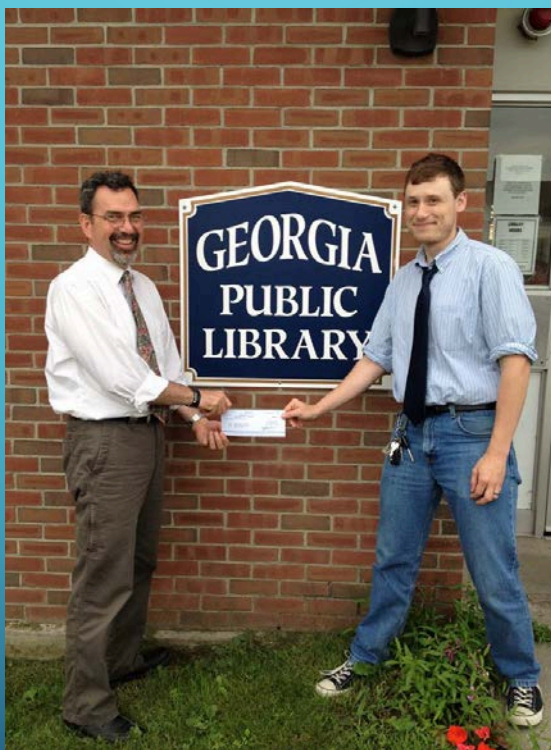
CREATING SOCIAL MEDIA POLICIES IN PUBLIC LIBRARIES

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BACKGROUND



SOCIAL MEDIA & PUBLIC LIBRARIES

- **Why is social media important to public libraries?**



SOCIAL MEDIA & 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

SOCIAL MEDIA & PUBLIC LIBRARIES

*“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 a important to library trustees?
- Why is social media a concern for library trustees?

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”



The background is a dark blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, consisting of lines and small circles.

QUESTIONS?

WORKS CITED

Carlsson, H. (2012). Working with Facebook in Public Libraries: A Backstage Glimpse into the Library 2.0 Rhetoric. *Libri*, 62(3). doi:10.1515/libri-2012-0016

Questions and Answers on Ethics and Social Media: An Explanatory Statement of the ALA Code of Ethics. (2013, July). American Library Association. Retrieved from <http://www.ala.org/advocacy/proethics/questions-and-answers-ethics-and-social-media>