Social Media Guidelines

Purpose

These guidelines are meant to give any staff member the tools they need to manage a successful social media account, in keeping with the library's Social Media Policy.

Guidelines

Types of accounts:

Libraries and/or departments can establish, with the director's permission, any social media accounts which they are able to maintain at a high, professional standard. Most libraries can meet their social media goals with only a Facebook and/or Twitter account; however, other platforms can be considered if staff believe it would better reach the community.

Social media accounts should be updated at least once a day. Staff are encouraged to make use of post-scheduling options, which allow multiple days' worth of posts to be planned at once. All social media accounts should be kept active with regular posts and quick responses. Accounts that can not be regularly updated should be suspended.

If your branch or department has multiple social media accounts, be sure to create unique content for each one. For example, do not create a Twitter account that only tweets a copy of each Facebook post.

Content of posts:

Language for social media posts should be conversational and light in tone (though still professional). Do not copy and paste the full text of a press release; instead, post a flyer, graphic, or link to a press release and briefly describe the material.

You may repost content from other sources if it seems of interest to our patrons. Please consider the source when doing so; social media users can be very quick to judge a repost/retweet as an endorsement of political or social positions, etc. If in doubt ask the Library Director.

Add graphics or images to posts whenever possible, as these are much more likely to get users' attention. If your designated staff member needs help designing attractive graphics, consider asking the Adult Training Coordinator or Library Director for training resources that can be used as part of the TLC program.

Responding to users:

Managing social media is not just about publishing posts; it requires responsiveness and engagement. Make sure a staff member is assigned to check the account and respond to messages and/or posts in a timely manner. Patrons using social media expect quick responses -- especially during our operating hours.

As stated in the policy, negative comments or complaints should not be deleted. Instead, engage with the patron as we would with any other complaint, preferably by moving the discussion to a private venue. For example:
- *Thank you for telling us about your experience in the library. We want to address your concern -- please check your direct messages.*

Complaints and negative posts may be deleted if they are harassing, obscene, personally name staff members, or meet the other criteria in the policy. If you delete a post, still send a direct message to the poster explaining why. For example:
- *Thank you for telling us about your experience in the library. We removed your post because it contained language that violates our social media policy. However, we would like to address your concern.*

Other: