

**Jefferson College Library**  
Social Media Policy

I. Definitions— social media

*Social Media* refers to online networking platforms, applications, or integrated software that enables peer-to-peer communication (e.g. Facebook, Pinterest, Twitter, tumblr, Instagram, etc)

Definitions— posting

*Posting* refers to uploading, commenting, messaging, or otherwise making available content of any kind on a social media site while representing Jefferson College Library.

II. Purpose:

1. To guide library staff/faculty when posting or communicating using social media on behalf of Jefferson College library. Library policy shall be consistent with the Jefferson College Administrative [Policy VIII-007 on Social Media Networking \(pg 53\)](#) and the policy on [Social Media Guidelines](#).
2. To cultivate awareness of Jefferson College Library and its available services on social media platforms
3. Increase library use and reduce library anxiety using social media as a tool, and reaching out to patrons.
4. Maintain contemporary, relevant, and timely use of social media platforms.

III. Guidelines:

*Principles supporting our commitment to diversity, accuracy, and professionalism*

- 1) *Respect* –Make no disparaging or prejudicial posts about any person. Do not make critical or generalizing comments about race, ethnicity, sex, sexual orientation, gender identification (e.g. LGBTQIA), socio-economic situation, literacy or education, different-abledness (psychological, emotional, or physical), or habitation (rural/urban, local/international).
- 2) *Sensitivity*- Examine your individual set of circumstances to avoid projecting personal identity, values, and beliefs as much as possible. Be sensitive to your audience. Unexamined prejudices can result in alienating large portions of your audience.
- 3) *Impartiality and Professionalism*- Avoid endorsing a particular agenda or viewpoint (political, religious, social, or otherwise). Do not speak on behalf of the library or express your personal beliefs as though they are endorsed by the library. Express

particular ideologies only as they represent professional norms for libraries as delineated in official publications of governing bodies (ALA, MLA, SLA, ACRL).

- 4) *Accuracy* -Make sure your posts are factually accurate, and that relevant sources are appropriately cited. Adhere to the standards of citation, attribution, and copyright law.
- 5) *Safety*- Do not post information that might endanger you, library staff, or members of the Jefferson College community.
- 6) *Judgement* – Use your best sense of library policy and procedure. If you are uncertain or require a second opinion, you may consult with the Emerging Technologies Librarian confidentially.
- 7) *Enrichment*- Provide content that challenges assumptions, creates the opportunity for learning, play, and personal growth. Create access to varied leisure, academic, and cultural materials and resources.

#### IV. Procedures:

*To help to ensure the Library staff's adherence to the aforementioned guidelines, and social media best-practices.*

- 1) Regularly evaluate efficacy of social media initiatives. If a measure is ineffective, discontinue it- or take steps to address shortcomings. The Emerging Technologies Librarian is responsible for tracking assessment of social media.
- 2) Incorporate social media into library teaching initiatives, or put links to social media sites on library publications. This includes lab computers, the library website, and selected LUI sessions.
- 3) Tie social media posting to library events, if possible. This will enable us to maintain continuity between the virtual and physical library environments.
- 4) Maintain relevance to local community by incorporating local news, and topics of local interest into posting. Maintain awareness of audience at all times.
- 5) Jefferson College Librarians reserves the right to remove any content that violates library policy, or of other Jefferson College policies.
- 6) Avoid responding to antagonistic users or escalating conflicts over social media. When in doubt, don't respond. If you must comment, make sure you are commenting through your own profile, and not through a library profile or account.