

Policy No: N-1

Subject: Social Media Policies and Guidelines

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Effective Date: 6/24/17

Revision Date(s): 1/28/18

Review Date(s):

Review Responsibility: AASL Board of Directors, AASL Social Media Editorial Board, AASL Social Media Posting Group, AASL Bylaws and Organization Committee

Policy Statement:

AASL will use social media as an opportunity to meet the mission of the organization to empower leaders to transform teaching and learning by increasing our position as a thought-leader with industry partners, alliances and other K-12 education and library professionals. AASL's social media is a vehicle to share AASL news and information; educational trends; and interact with the public, members of the school library profession, and other educational outlets and organizations.

Focus:

Primary: AASL Social Media Editorial Board, AASL Social Media Posting Group, AASL Staff
Secondary: AASL members, AASL Board of Directors

Purpose:

To outline best practices and policies that will guide AASL as the organization participates in social media.

Procedure:

1. Posting
 - 1.1. Only AASL staff and designated volunteer members can use social media to speak on behalf of AASL through official AASL social media accounts. (Related policies A-4 and A-5).
 - 1.2. Official AASL posts should not be posted from personal social media profiles.
 - 1.3. Each social media channel is overseen by the AASL Web Communications Manager.
 - 1.4. Posting approval is not required for members of the AASL Social Media Posting Group.
2. Monitoring
 - 2.1. AASL Social Media Posting Group members should monitor communities daily to ensure that any SPAM or sales-related posts are removed in a timely fashion, and that any comments or messages requiring a response are attended to promptly.
3. Response
 - 3.1. If a question is posted on social media, the AASL Social Media Posting Group or staff member should make every effort to respond to the inquiry within 24 hours. If the question is content-specific, the inquiry should be referred to the appropriate subject matter expert and the person

making the inquiry should be advised that an answer will be forthcoming. If an issue is sensitive in nature, the AASL Web Communications Manager should engage the Executive Director and communication staff as part of ALA/AASL's crisis communication protocol.

4. Connections

- 4.1. When doing outreach through AASL social media (examples may include, liking other pages, following twitter accounts, etc.), every effort should be made to ensure that the organization or individual being tagged is aligned with AASL and its mission. The AASL Web Communications Manager will be responsible for outreach efforts.
- 4.2. As it may be advantageous to the association to seek out event speakers and partner organizations on social media in order to collaborate on mutually beneficial issues and promotions, the AASL Web Communications Manager will pursue opportunities to do so.

5. Frequency

- 5.1. Content should be posted frequently enough to keep followers engaged and active, but not too often to become overwhelming or deemed unnecessary the community.

5.1.1. Frequency guidelines:

- 5.1.1.1. Twitter: Posting several times a day is acceptable, but posters should refrain from repeating the same content or posting several times within a short time period (unless participating in a Twitter chat or other real time conversations).
- 5.1.1.2. Facebook: Daily posts and shares are optimal but posting three times a week will show consistent activity and engagement.
- 5.1.1.3. Blogs: Posting at least once a week is recommended, but it is more important to feature quality posts that encourage discussion. There should be coordination between the *Knowledge Quest* Editor and social media team.

6. Content

- 6.1. Content should seek to engage users, rather than simply broadcast the organization's promotional efforts. Following AASL's strategic plan, postings should be applicable to our target audience (but not exclusionary) and feature "hard" news and relevant content. Existing content owned by AASL will be repurposed as appropriate for social media postings. AASL encourages the AASL Social Media Posting Group and staff to repost information or respond to followers to encourage interaction on social media channels.
- 6.2. Working with the AASL Staff Liaison, the Social Media Editorial Board will scan social media platforms and other media outlets to identify trends and issues within the school library profession. Each Editorial Board member will have specific topics to scan for which may include, but are not limited to: transitions in technology; federal legislation; library research; book/author news (honors, milestones); research on young people, parent and family; and ALA and AASL initiatives (i.e. AASL Standards).
- 6.3. The Social Media Editorial Board will offer insight and suggestions to the Social Media Posters for curation and sharing via AASL social media platforms.

7. Responding to Negative Posts

7.1. AASL Social Media Posting Group should use good judgment when deciding if and how to best respond to negative comments. In general, negative comments (unless they are offensive or violate privacy laws) should not be removed. If a response is required, the AASL Social Media Posting Group member should refer the question or comment to the AASL Web Communications Manager. If the question is content-specific, the inquiry should be referred to the appropriate subject matter expert and the person making the inquiry should be advised that an answer will be forthcoming. The AASL Web Communications Manager will engage the Executive Director and, if needed, the AASL president.

8. Social Media Group Administration

8.1. Administrative or moderator rights to AASL social media will be granted to staff or volunteers at the organization's discretion. Members of the AASL Social Media Posting Group are expected to abide by the code of conduct outlined in this policy. Status may be revoked by the Executive Director via feedback from the AASL Web Communications Manager.

9. Social Media Passwords

9.1. Passwords and login credentials on all social media is to be managed by the AASL Web Communications Manager. This information will be shared with staff or volunteer community administrators or those that AASL has asked to post for a specific event, campaign or announcement. When a password is changed, it is the responsibility of the AASL Web Communications Manager to notify others. The AASL Web Communications Manager will maintain a document containing all passwords.

10. Prohibited Content

10.1. Confidential/Proprietary: Any confidential or proprietary information of AASL shall not be shared on social media s. This includes embargoed information, but is not limited to, financial information, organization strategy or official announcements yet to be made

10.2. Copyrighted Information: Photos and content that AASL does not own may be shared or copied only when proper acknowledgment and/or permission has been obtained/used Third party copyrighted content should not be posted without written or legal permission. Administrators (as defined in 8.1), can refer directly to copyrighted material on websites or social media profiles that belong to the copyright holder.

10.3. Personal Information: AASL cautions and advises volunteers and staff against sharing personal or contact information. If a volunteer or staff member chooses to do so, it is at their own discretion and peril.

11. Disclaimer- The following disclaimer is intended to protect AASL on social media:

11.1. The purpose of AASL use of social media is to actively share information and engage in conversations around issues related to K-12 education and school librarianship. AASL welcomes and encourages participation in discussions. However, AASL also reserves the right to remove inappropriate or offensive posts, and block the user, along with any that may violate privacy laws. We ask you to use the following guidelines:

11.1.1. Do not use offensive or hurtful language. Be respectful of other points of view, even if they differ from your own.

11.1.2. Do not name specific individuals by their name in posts or give information that would allow readers to easily identify the person being discussed. All ALA privacy policies must be followed.

11.1.3. Refrain from posting self-promotional products or services.

11.1.4. AASL intends to share information that is useful to school library professionals. Content should not substitute for legal or union advice and should not be considered overriding specific school/district policies or state laws/guidelines.

11.1.5. The information shared on the AASL social media s contains personal opinions and views of individuals. It is not necessarily condoned, approved or reflective of the official views of AASL. AASL reserves the right to remove inappropriate or offensive posts, along with any that may violate ALA privacy policies.

11.2. Blog:

11.2.1. Note that this blog is intended to share information that is useful to school library professionals. Content should not be substituted for legal or union advice and should not be considered overriding specific school/district policies or state laws/guidelines.

11.2.2. The information shared on the AASL blog contains personal opinions and views of individuals. It is not necessarily condoned, approved or reflective of the official views of AASL. AASL reserves the right to remove inappropriate or offensive posts, along with those that may violate privacy policies.

See appendices for ALA Privacy Policies.