

Texas Woman's University

Library Policy Manual

Policy Name:	Social Media Policy
Last Library Review:	February 2020
Next Library Review:	February 2021

Purpose: This purpose of this policy is to establish guidelines of acceptable content for social media platforms for the Texas Woman's University (TWU) Libraries. This policy applies to all current and future social media platforms.

Note: *Access, availability, usage, and occupancy limits may be changed in accordance with University guidelines regarding health and safety.*

Definitions: For the purpose of this policy

Social media – *Websites and applications that enable users to create and share content or to participate in social networking [from Oxford].*

Social media platform – *A web-based technology that enables the development, deployment, and management of social media services [techopedia.com]*

Scope:

The Libraries use social media to increase awareness of and accessibility to its programs, resources, and services in order to carry out its mission. Staff use social media platforms to engage in dynamic conversations with targeted audiences. Library social media activities reflect the mission and values of TWU and its Libraries. Libraries' social media supports information access, knowledge creation and discovery, cultural preservation, service, and fosters a learning environment of inquiry, critical thinking, and a diversity of perspectives, all communicated in a respectful and civil context.

Policy:

Social media platforms are used in the TWU Libraries by designated staff to engage in conversation with targeted audiences. The platforms are designed to:

- Educate audiences on TWU Libraries collections and resources
- Create a sense of community with current and potential donors of the Libraries
- Elevate the perception of the TWU Libraries

The Library Executive Team reserves the right to repurpose the platforms and scope of its social media.

All library social media communications reflect the mission and values of Texas Woman's University. The Libraries follow the TWU Social Media Community Guidelines (<https://twu.edu/social-media/community-guidelines/>)

Social media content is used to highlight collections through pictures and content to support and promote library resources. It is also used to inform alumni and donors. Special Collections is the conduit

of information to University Advancement for donor solicitation. Noteworthy staff accomplishments are highlighted through the libraries' social media channels.

Library Guidelines

1. Only designated library staff is allowed to post content on library social media platforms.
2. Content authority lies with the Dean of Libraries and/or the Library Executive Team.
3. All content requests are directed to designated library social media staff.
4. Content is evaluated for appropriateness.
5. Requests are not guaranteed to be posted.
6. The Manager, Library Events and External Relations oversees the social media for the libraries.
7. The Marketing and Events Work Group is responsible for determining appropriate platforms, administration of social media accounts, and responses to questions or comments made on behalf of the TWU Libraries.
8. Library staff who manage or post to social media accounts must adhere to university and social media site policies as well as the University's Computer and Software Acceptable Use Policy (URP:1.19.r)
8. Frequency of posts is determined by content.
9. All library social media accounts are monitored regularly and encourage user questions, comments, and engagement.
10. The TWU Libraries reserve the right to delete comments that violate copyright or privacy laws, that are derogatory or libelous in nature, or are posted to promote commercial use.

Review:

The Library's Policy Work Group will review this policy with recommendations forwarded through normal administrative channels to the Dean of Libraries.