



Library Services Social Media Policy

Aim: To use all types of social media to improve and develop communication with and from users

Facebook

[Library Facebook Page](#)

The purpose of the Library's Facebook Page is to use social networking tools to connect with and inform current and potential patrons of services and resources available through the Library. This page will be used to market events, programmes, and Library resources

Posts and Comments

An original post is content written by member of staff on the Library's Facebook page

A comment is a response, by a fan, to an original post

All fans can add posts or comments, but all content will be moderated by the Page administrators with the following guidelines:

- Commentary, opinion, and reaction to posts are welcome
- Comments posted to the Library's Facebook page should be relevant to the topic under discussion
- Original posts for a fan's own personal gain or self-promotion are considered inappropriate and will be removed
- Comments and original posts must refrain from including personal views and opinions.

Photos

Photos will be added to the Library's Facebook page by the administrators

- Verbal permissions will be obtained from people prior to the photo being taken
- Photos will not be tagged with patron's names.



Twitter

[Library Twitter Page](#)

Purpose:

To use Twitter as a means of communicating information about Library events, activities and changes in service delivery. To better engage with our patrons and the wider Twitter community.

Tweets

Tweets will be posted periodically by nominated staff at each Campus Library.

Priority will be given to service delivery issues which may impact on access and availability

The Twitter account should not be used for personal messages, opinions or comment.

The Library reserves the right to remove a comment or original post at any time.

After a warning for inappropriate comments or posts, the Library reserves the right to permanently block a follower from the Library's Twitter or Facebook Pages.

Updated September 2015 [AB]