

Washington Library Association Social Media Policy

Introduction: The Washington Library Association will use social media to provide essential resources, support and advocate for libraries and librarians. Use of social media will support the mission of WLA. The following guidelines apply to official WLA social media accounts. “Social Media” refers to any tool used for online publication including, but not limited to, blogs, wikis, Facebook, Twitter, LinkedIn, etc.

Roles: Social media accounts will be monitored by the WLA main office, and by the Marketing and Communications Committee Chair. All login information will be kept by the WLA main office. This will assure continuity of social media accounts as officers and members transition.

Posting is a collaborative effort. Social media accounts will be assigned a committee point person who will facilitate content creation. Other members of the committee may also access or use WLA social media accounts including primary WLA accounts and Division accounts. The Marketing and Communications Committee will have at least one representative from each division, and a representative from Alki.

Those with access to the accounts have the following social media responsibilities:

- Solicit, edit, and create WLA social media posts
- Ensure compliance with WLA Social Media Policies and Branding Standards
- Monitor social media outlet for prompt engagement with the community
- Report analytics to stakeholders
- Moderate social media per the moderation clause below.

Hashtags

All WLA posts should include #WLA followed by the year (#WLA17, #WLA18, etc). Other hashtags may be used including; #libchat, #tlchat, #alkijournal, #edchat, #weneeddiversebooks

Frequency Goals:

Twitter: 4+ Weekly

Twitter (Division Accounts): 3+ Weekly

Facebook: 2+ Weekly

LinkedIn: Weekly

Content:

- Posts should abide by the Terms of Service, Terms of Use, privacy policies, and all other policies and requirements of the service on which they are posted.
- Posts should promote Washington State libraries, WLA members, and librarianship in general with the purpose of building a strong professional community.
- Posts should promote WLA events.
- Posts should promote and encourage membership in WLA.
- Posts should not criticize WLA or any WLA member, partner, division, section, or sponsor

Fair Use: All social media posts should adhere to fair use guidelines. WLA will respect copyrighted and trademarked materials. Please contact WLA at info@wla.org immediately if you identify problems in this area.

Moderation: Abuse, profanity, hate speech, spam, and trolling will be deleted and blocked from WLA tagged or sponsored content by the first individual who notices such behavior in response to WLA posts. WLA does not necessarily endorse individuals or organizations it follows, or content created by other organizations that is shared on WLA social media. WLA welcomes feedback and ideas and will join the conversation when possible. Moderators will read all messages and comments and ensure that emerging themes or helpful suggestions are passed to the relevant staff at WLA. WLA may not be able to reply individually to all messages received via social media. Committee members who notice other negative comments on social media should contact info@wla.org.

Committee members are advised that failure to follow WLA and social media site policies and terms of use may result in the removal of post or loss of access to social media accounts.

Disclaimer

WLA does not collect, maintain, or otherwise use personal information stored on any third party site in any way other than to communicate with users on that site. Users may remove themselves at any time from the WLA's social media. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

WLA assumes no liability regarding any event or interaction created or posted by any participant in any WLA-sponsored social media service. These guidelines only govern the official WLA social media sites and not the personal accounts of members and staff.

WLA is not responsible or liable for content posted by subscribers in any social media resource, and such subscriber comments do not reflect the opinions and/or positions of WLA, its administrators, or its employees.

Contact

If you have any concerns about the content of WLA's Social Media Policy or social media use, please contact us through email (info@wla.org), through Facebook ([facebook.com/washingtonlibrary association](https://www.facebook.com/washingtonlibraryassociation)), or on Twitter ([@WALIBASSN](https://twitter.com/WALIBASSN)). Members of the WLA main office or Marketing and Communication Committee will respond as quickly as possible.

This document should be reviewed annually. The committee will make revisions as necessary.