

October 9, 2015

## Connecticut College Information Services Social Media Policy

The following policy is intended to provide guidelines for the administration of official Information Services social media pages and websites. The components of this policy include a statement of goals/mission; description of the Information Services Social Media Committee; the overarching policies and structure of the IS social media presence; specific posting guidelines, which vary according to the social media channel in use; procedures for adding, changing or deleting an account or platform/channel; and an appendix listing current personnel on the Social Media Committee, and those currently responsible for posting to various channels. See the sections below for more details.

As is stated below, all official IS social media sites and pages must adhere to the Connecticut College Employee Social Media Policy. However, this policy is meant to clarify and systematize the practices surrounding posting to specific interactive, dynamic Web-based mass communication channels, such as Facebook, Twitter or Tumblr. It does not necessarily refer to email communications or the creation of more static Web pages.

The overall goal of IS social media is to promote existing IS services, and in doing so, to extend these services by engaging with College populations and various outside communities. Social media is therefore both a means to promote services, as well as a service in itself. See the “Goals/Mission” section below for a more detailed articulation of goals.

### Sections:

1. Goals/Mission
  2. Social Media Committee
  3. Overarching Policies and Structure
  4. Specific Posting Guidelines, by Social Media Channel
  5. Procedure for Adding an Account on an Existing Social Media Platform
  6. Procedure for Creating a Presence on a New Social Media Platform
  7. Procedure for Changes or Deletions to Existing Accounts
- Appendix: Social Media Committee and Posting Personnel

## **Section 1: Goals/Mission**

The Information Services social media presence is intended to:

- Promote and raise awareness of library and technology services among campus constituencies: faculty, students and staff.
- Provide regular and current information about events, new services and collections, service changes, and alerts.
- Engage the campus community in an interactive dialogue regarding specific campus matters, as well as broader issues, concerning libraries and technology. As part of this interactive dialogue, encourage feedback and input, thereby making IS social media channels an integral part of the services provided.
- Maintain connections to outside library and technology organizations, and bring insight from these organizations to the Connecticut College community.
- Recognize, promote and exemplify best practices for the use of social media as a tool for teaching and learning in the liberal arts setting.

## **Section 2: Social Media Committee**

- A Social Media Committee will be maintained in order to guide IS social media and practice.
- Members of this committee, and the committee's leadership, will be appointed by the Vice President for Information Services.
- The committee will be responsible for amending this policy as needed.
- The committee's specific charge, meeting schedules and activities will be developed by the committee itself.
- Please see the appendix for current members of the committee.

## **Section 3: Overarching Policies and Structure**

Following are some key tenets of IS social media presence:

- All official IS social media sites and pages must adhere to the Connecticut College Employee Social Media Policy (see attached).
- There can be multiple Facebook or Tumblr accounts for different departments or activities; however, any official IS-related social media accounts or channels must be approved by the Vice President for Information Services in consultation with the IS Leadership Team, and must adhere to IS and Connecticut College social media guidelines. (See more information in the sections below on adding new accounts or channels.)
- All existing IS Facebook pages should "like" other IS pages so that the various departments and services can help attain greater visibility and reach.

- Though multiple staff members may post to a given account, one person should assume responsibility for each. Staff should strive to project a unified “voice” to any account. (See specific guidelines below for information about specific activities, and tone and tenor, for each account.)
- Postings need to be relevant either to IS activities or to the business of the specific department sponsoring an account.
- There will be a single Twitter account for all of Information Services. All Facebook and blog posts will be broadcast through this unified Twitter account; the goal is to create a lively stream of information and dialogue that reflects the breadth and depth of daily IS activities.
- The Twitter feed should follow other institutions on and off campus, and retweet content of interest to users, thereby creating a richer resource.

#### **Section 4: Specific Posting Guidelines, by Social Media Channel**

The following IS channels exist as of January 2015. Other members of IS staff may post to these channels in coordination with the sponsoring department, and/or staff member(s). Please see the appendix for specific personnel currently responsible for posting to each channel.

##### **Facebook:**

- **Community Focus:** Primarily, Connecticut College students, faculty and staff; also can include regional community of library users, as well as personnel from other academic library/technology organizations
- **Goals:** Increase awareness of resources and services; keep community informed about events and updates; promote new and forthcoming resources; educate user communities on use of resources; cultivate inviting and friendly presence.
- **Activity Focus:** Primarily sharing information, but open to interactivity as well.
- **Tone and Tenor:** Informative, cheerful.
- **Posting Frequency:** Varies by account; the goal should be at least three times per week, but postings can be daily.

##### **Twitter:**

- **Community Focus:** Primarily Connecticut College students, but faculty and staff as well.
- **Goals:** Increase awareness of resources and services; promote new resources; allow for messages to be easily shared (and re-shared) among other College and personal Twitter feeds; engage in interactive conversations among students.

- **Activity Focus:** Equal emphasis on information sharing and interactive conversation.
- **Tone and Tenor:** Short, informational, catchy.
- **Posting Frequency:** Several times daily.

#### **Blog** (*Engage*):

- **Community Focus:** Primarily, Connecticut College faculty; also, Connecticut College staff or students interested in educational technology issues.
- **Goals:** Share more detailed (i.e., longer-form) information, graphics and videos concerning instructional technology; educate users; extend the work of the Faculty Technology Fellows program into a social media space.
- **Activity Focus:** Emphasis on information sharing, with the ability to write longer pieces that delve into a topic more thoroughly than is possible using other social media channels.
- **Tone and Tenor:** Informational, conversational.
- **Posting Frequency:** Once or twice a week.

#### **Tumblr:**

- **Community Focus:** Connecticut College faculty, staff and students; Friends of the Library; researchers interested in particular Lear Center collections; local (or nonlocal) researchers and history aficionados.
- **Goals:** Promote and raise awareness of the Lear Center collections; extend collections into digital space.
- **Activity Focus:** Emphasis is primary on sharing of information and digitized images.
- **Tone and Tenor:** Fun, informative, cheerful.
- **Posting Frequency:** At least once every two weeks.

#### **Section 4:** Procedure for Adding an Account on an Existing Social Media Platform

IS staff wishing to add an account to an existing social media (Facebook, Tumblr) must submit a written proposal to the Social Media Committee that includes the following:

- Type of social media channel (Facebook, Tumblr, etc.)
- Goals to be accomplished by the creation of this account
- Intended posting frequency
- Personnel responsible for maintaining the account; if this responsibility is to be shared, please outline specifically who will do what.

Following the receipt of this proposal, the Social Committee will make a recommendation to the VP-Information Services (VP-IS), who, in consultation with

IS Leadership Team members, will either approve or not approve the account. If it is approved, this policy will be updated to reflect the new account.

Please note that there is only one IS Twitter feed that has multiple contributors, so no additional official Twitter accounts will be approved.

### **Section 5: Procedure for Creating a Presence on a New Social Media Platform**

IS staff wishing to create an official presence — for either IS as a whole, or a particular department or function — must submit a written proposal to the Social Media Committee that includes the following:

- Type of social media channel (Pinterest, Instagram, etc.)
- Goals to be accomplished by creating a presence on this channel: In particular, what would a presence on *this* channel uniquely accomplish?
- Activity focus: What kind(s) of information would be shared (text, video, images)? If textual information is to be shared, what would be the typical length of entries? Is the channel meant to be primarily for information sharing, interactive, or a mixture of both?
- Tone and tenor: See existing list of accounts for examples.
- Posting frequency
- Personnel responsible

Following the receipt of this proposal, the the Social Committee will make a recommendation to the VP-IS, who, in consultation with IS Leadership Team members, will either approve or not approve the account. If it is approved, this policy will be updated to reflect the new account.

### **Section 6: Procedure for Changes or Deletions to Existing Accounts**

IS staff who currently manage or contribute to social media accounts may, at times, seek to change some aspect of the account. Changes could include posting personnel, posting frequency, activity focus, or tone and tenor. Staff could also, in certain circumstances, feel the need to delete an account altogether.

Therefore, staff seeking to change or delete a social media account must do the following:

- Submit a written proposal to the Social Media Committee detailing the specific reasons for the change or deletion.

Following the receipt of this proposal, the Social Committee will make a recommendation to the VP-IS, who, in consultation with IS Leadership Team

members, will either approve or deny the request. If the request is approved, the appropriate change(s) will be made to this policy document. If the request is denied, or approved only with possible revisions, the staff member will be notified, in which case he or she can either choose to resubmit the request or to drop it.

Furthermore, if the staff member responsible for a specific area leaves Connecticut College, his or her responsibility(ies) will be reallocated by the VP-IS, in consultation with the Social Media Committee and IS Leadership Team members.

## APPENDIX:

Introductory note: The purpose of this appendix is to list current members of the Social Media Committee, and those staff who are responsible for posting to the various IS social media channels. The appendix can be updated as soon, and as often, as new accounts, committee members and/or posting personnel have been approved.

As of February 2015, members of the Social Media Committee include (in alphabetical order) Lyndsay Bratton, Fred Folmer, Joe Frawley, Laura Little, Andrew Lopez, Jessica McCullough, Tom Palazzo and Heather Romanski. Jessica McCullough and Andrew Lopez will co-chair the group.

Facebook posting personnel:

- **Shain Library:** Carrie Kent, Kathy Gehring, James Gelarden
- **Greer Music Library:** Carolyn Johnson, June Ingram
- **Linda Lear Center for Special Collections & Archives:** Becky Parmer
- **Language & Culture Center:** Laura Little
- **IT Service Desk:** Heather Romanski

Twitter posting personnel:

- Jessica McCullough; Laura Little; Andrew Lopez; Becky Parmer; Tom Palazzo. Each member of this group is assigned specific times (i.e., one day per week) for which he/she is responsible for sending out several tweets.

Blog (*engage*) personnel:

- Jessica McCullough, Laura Little, Lyndsay Bratton and faculty technology fellows

Tumblr personnel:

- Becky Parmer