

Windsor Library Association

Social Media Policy

Adopted January 12, 2022

Purpose

The purpose of this Social Media Policy is to establish general ground rules for use of social media to support and reinforce the mission of the Windsor Library Association (WLA).

Definitions

Social Media – Any one of a number of available platforms such as Facebook, Instagram, Instagram, Twitter, or other similar platforms not listed here.

Social Media Committee – WLA members designated by the Executive Committee who are authorized to post items on social media for WLA.

Social Media Posts – Text, photos, videos, audio, or combinations of any of these.

Content – The elements assembled to create a post such as video, music, narration, etc.

Goals

Social media posts should promote the mission of WLA. This may include:

- Information about programs that are funded in whole or in part by WLA
- General information about WLA to encourage participation in programs or in the organization
- Fundraising promotional messages as requested by the Fundraising Committee

Content

- The Social Media Committee will create content for posting or may use content provided by other WLA members.
- Content will be created by using a template or checklist. The template will describe the who, what, when, where, and why of an event or program. Its purpose is to assure consistency and completeness.

- A second-level review for posts *may* be conducted by another member of the social media committee before posting. The second level review will ensure that all parties are properly credited, proper permissions have been obtained (Ex. Approval has been received to post pictures of non-members), and that the information posted is known to be accurate at the time of posting.

Coordination with Windsor Public Library Staff

The WLA Social Media Committee will highlight programs and purchases paid for by WLA. The Social Media Committee will coordinate with library staff to clearly delineate these programs and purchases. The WLA Social Media committee may periodically post about Windsor Library events via links or re-posts of Library posts, even if not sponsored by the WLA, as it may be in the best interest of WLA members or WLA social media followers.

Content Guidelines – Monitoring and Moderating Posts

The administration of social media is the responsibility of Social Media Committee members. Followers of the WLA social media pages may comment on any posts. Committee members will respond to questions on the page directly in a timely manner. Questionable or inappropriate content, and comments not using respectful language will be deleted. Repeat offenders may be blocked from the page after consultation with the social media committee. Before being blocked, the person posting concerning comments will be asked to refrain from the objectionable behavior.

Schedule

Frequency of posts on various platforms will evolve. The current goal is to post a minimum of once per month on Facebook.