



## Policy: Social Media

*Approved by the BCLA Board: December 4<sup>th</sup> 2017*

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### Introduction

The British Columbia Library Association maintains an online presence through its website, list serves, and various forms of social media, which serve as useful platforms for sharing Association-related information. Because BCLA supports a number of Groups and Projects with varying objectives, the onus for disseminating information related to each often falls upon the individuals working with that particular Group or Project.

Because social media, by design, is intended to reach a wide audience, it is particularly important that anyone utilizing such resources to communicate BCLA-related news and activities does so according to the standards detailed below and with the Association's reputation and stated values in mind.

### Purpose

- **Who Can Post:** Designated members of BCLA Groups and Projects, BCLA staff and volunteers.
- **Content:** As social media content has a wide reach, it is crucial that information shared on behalf of BCLA Groups and Projects complies with social media best practices (outlined below) and with the Association's stated values and reputation in mind.
- **Privacy:** Do not disclose personal or otherwise confidential information over social media outlets.
- **Copyright:** Any use of images, quotes, or other outside content is properly attributed to its creator.
- **Ethics:** Anyone using social media on behalf of BCLA should exercise the utmost professionalism and respect, avoiding the use of inflammatory or otherwise disrespectful language and content in both original posts and replies. Profane, discriminatory, or otherwise inappropriate content is not accepted.
- **Quality:** Prior to being shared, all content should be reviewed for clarity, accuracy, and appropriateness/relevant of content.
- **Unrelated Content:** BCLA social media platforms may not be used to promote personal or political projects or agendas, or to circulate spam or other content that is not relevant to the Association.



- **Use of Personal Accounts on BCLA Social Media:** It may be the case that a BCLA-affiliated individual maintains a personal social media presence. In this instance individuals with public accounts should state that the views expressed on that social media platform are their own rather than that of the Association. Personal social media accounts may be used to share BCLA-related content but should not serve as official outlets for content distribution.
- **Use of BCLA Logo:** Use of the BCLA logo on social media must comply with the image quality standards established by that particular social media platform. Images must be of a high resolution and of appropriate dimensions and file type. High resolution versions of the BCLA logo are available, upon request, from the BCLA office. Alterations of this logo (such as a Group's inclusion of its name on the image) must also comply with these standards. Any Group or Project member wishing to alter the Association's logo must submit the image to the BCLA office for approval by the Executive Director prior to using.
- **Creating or Closing Social Media Accounts:**
  - Anyone creating a social media account for BCLA-related activities should inform the BCLA office of the new account so that BCLA can promote such content as needed as well as ensure compliance with the guidelines outlined in this policy.
  - Due to a natural turnover in Group and Project members, it is important that anyone maintaining a social media account on behalf of that Group or Project pass permissions for all social media accounts on to their successor (Absent an immediate successor, these permissions should be provided to the BCLA office, which will save and later share those permissions with the eventual successor.). This ensures the continuity of existing social media platforms, reduces instances of duplicate accounts, and cuts down on the existence of unused or underused social media platforms. If it is clear that a BCLA-affiliated social media account is no longer being maintained, BCLA may ask the designated Group or Project leader to consider reviving or otherwise closing that social media account.

## Scope

### Definitions:

- **Stakeholders:** May refer to BCLA members, partners, government officials, vendors, or any other group or individual with an interest in BCLA activities.
- **Social Media:** Includes (but is not limited to) Facebook, Twitter, Instagram, Flickr, YouTube, Goodreads, blogs, websites, and list serves.
  - **Social Media Content:** Includes original or shared content.
- **Groups & Projects:** For the purpose of this document, Groups refers to BCLA's various Sections, Committees, and Interest Groups, while Projects refers to partners or other initiatives of (or related to) the Association



*This social media policy adopts some language and concepts from the following documents:*

- *The American Library Association's Social Media Policy for YALSA Appointees*
  - o <http://www.ala.org/yalsa/aboutyalsa/yalsahandbook/socialmediapolicy>
- *The Ontario Library Association's Social Media Policy*
  - o <http://www.accessola.org/web/Documents/OLA/About/Policies/G5.2.4%20Social%20Media%20Policy.pdf>