Libraries Digital Media Policy

Internal Policy

To encourage positive, professional, effective and meaningful interactions online, the University of Louisville Libraries sets out the following policy for those who interact with Libraries stakeholders in an institutional capacity. Because personal and institutional activity can be blurred on public digital media, Libraries personnel who wish to tweet, post, blog, or otherwise communicate on behalf of the Libraries on sites such as Facebook, LinkedIn, Twitter, YouTube, Pinterest, etc. must follow these guidelines and those of the University of Louisville.

Mission

As public digital media communicators, our mission is to promote the University of Louisville Libraries, generate goodwill and affiliation among our multiple audiences, and encourage interaction and increased patronage.

We are informed by the Libraries' *Strategic Plan 2012-20*, which emphasizes quality of relationships, collections and spaces in fulfilling the Libraries' mission: "As an essential partner in the University of Louisville's mission to become a premier, nationally-recognized, metropolitan university, the Libraries meet the information, research and service needs of a diverse population." Vision: Transform relationships, collections, and spaces to become a nationally recognized model of user-focused, research library services.

Goals

- **Expand our online presence.** To do this we will need to engage our multiple stakeholders with appropriate material, tailored to specific audiences**.**
- **Unify communications.** Our messages, postings, blogs, must support our mission and ultimately the Libraries' Strategic Plan.
- **Make Libraries' social media sites important sources for information.** We must provide reliable, timely, informative, accurate and unique material for various audiences, highlighting important events, news, research, and other activities within all Libraries. (However, these are supplemental to our Libraries website news feed and blog, and not meant to be replacements.)
- **Create positive karma and affiliation with the Libraries.** We will make every attempt to post positive messages about personnel, events, activities, and services. If a negative incident occurs that affects the Libraries, it may be wise to inform, clarify, or provide context, with the goal of

framing the episode in as positive way as possible. Our goal is to build credibility, with honesty and clarity, as we create affiliation and build support for the Libraries.

Audiences

Thoughtful communications arise through empathy and a deep understanding of stakeholders' needs, requirements, and goals. A full list of the Libraries' various stakeholders was generated to understand these needs. In summary, these stakeholders include:

Undergraduate Students	Alumni/Alumnae
Graduate Students	Donors
Library Faculty	Parents
University Faculty	UofL Administration
Library Staff	Niche Communities
University Staff	External Community
High-Volume Users	

Reasons to Post

- To publicize events, services, news, research and activities.
- To increase usage of Libraries collections by promoting new and existing content.
- To build a sense of community with both users and also with other institutions and industry contacts.
- To connect with other librarians and keep abreast of industry news;
- To seek opinion on the library and its services for self-evaluation purposes.
- To encourage debate and invite responses to feedback.
- To reach students, researchers and other stakeholders in their preferred 'virtual spaces.'
- To encourage collaboration with the Libraries.

Social Media Group

A Social Media group formed recently within the Libraries, and meets regularly to share ideas, examples, and best practices. The group is responsible for implementing this policy, and engaging our multiple audiences on public digital media. Administrators within this group are Terri Holtze and Carolyn Dowd, both of whom will be responsible for emergency postings and assisting all Libraries in posting regularly. We encourage all units within the Libraries to select at least one person to engage audiences on social media, and these individuals are welcome to join the Social Media group.

Due to the numerous social media accounts within the University Libraries (including Facebook, Twitter, Pinterest, etc.), administrators Terri Holtze and Carolyn Dowd will use technology to generate messages about University or Library closings, issues with infrastructure, or emergencies, and schedule upcoming postings, across multiple venues. This will make our process more streamlined and effective. Administrative access does not mean that each Library relinquishes its responsibility for postings and content and/or autonomy.

Guidelines

In order to avoid unnecessary repetition, we refer to the University of Louisville's guidelines for social media: http://louisville.edu/ocm/policies-guidelines/internal-social-media-policy. All personnel who use public digital media must review and follow this policy, which applies to all University employees and covers issues such as protecting confidentiality, copyright laws, misuse of logo, etc. The University's Guidelines are summarized below. For a full description, please visit their page, linked above.

Section 1: Policies for all Digital Media Sites, Including Personal Sites

- Protect confidential and proprietary information.
- Respect copyright and fair use.
- Don't use University of Louisville logos for endorsements.
- Respect university time and property.
- Obey the Terms of Service of any digital media, social media or mobile platform.

Section 2: Best Practices

This section applies to those posting on behalf of an official university unit, though the guidelines may be helpful for anyone posting on digital media in any capacity.

- Think twice before posting: Privacy does not always exist in the world of digital media.
- Strive for accuracy: Get the facts straight before posting them online or through mobile applications.
- Be respectful: Understand that content contributed to a digital media site or mobile app could encourage comments or discussion of opposing ideas.
- Remember your audience: Be aware that a presence in the digital media/mobile app world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
- On personal sites, identify your views as your own.

- Photography: Photographs posted on social media sites easily can be appropriated by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect your intellectual property. Images at that size are sufficient for viewing on the Web, but not suitable for printing.

Section 3: Institutional Digital Media

If you post on behalf of an official university unit, the following policies must be adhered to in addition to all policies and best practices listed above:

- Notify the university: Departments or university units that have a social media page or would like to start one should contact the Office of Communications and Marketing (OCM) 502-852-8119 or email jeff.rushton@louisville.edu to ensure all institutional digital media sites coordinate with other University of Louisville sites and their content.
- Acknowledge who you are: If you are representing The University of Louisville when posting on a digital media platform, acknowledge this.
- Have a plan: Departments should consider their messages, audiences, and goals, as well as a strategy for keeping information on digital media sites or mobile apps up-to-date. The Office of Communications and Marketing can assist and advise you with your digital media planning.
- Link back to the university: Whenever possible, link back to the University of Louisville Libraries site. Ideally, posts should be very brief; redirecting a visitor to content that resides within the University of Louisville web environment.
- Protect the institutional voice: Posts on digital media sites should protect the university's institutional voice by remaining professional in tone and in good taste. No individual University of Louisville unit should construe its digital media site(s) or profiles as representing the university as a whole. Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

Section 4: Institutional Digital Media Comment Policy

- Conversations must follow the rules of polite discourse. Participants must treat each other, as well as our employees, with respect. In the event you are posting content that is contrary to these policies, you may be asked to remove the University of Louisville's name(s) or identities from any and all of your personal profiles, immediately, upon request. University employees will not post or approve post comments that include:
  - Profanity and vulgar or abusive language
  - Threats of physical or bodily harm

- Sensitive information (for example, information that could compromise public safety, intellectual property, research policy or national security)
- Offensive terms. For example, that target specific ethnic, religious or racial groups
- For the benefit of robust discussion, we ask that comments be moderated to help the thread remain "on-topic," when you post or approve posts. This means that comments will be posted only as they relate to the topic being discussed/viewed/played/displayed.
  - Any off-topic comments or spam content will be promptly removed by the administrators. Should the poster continue to create such content, they may be blocked.
  - Questions from the media (please contact the Office of Communications and Marketing if there is a post by the media which needs to be addressed 502-509-2218)
  - University digital media sites should not permit friends, followers or the general public to create new posts. For example, Facebook and blog pages or accounts should not give 'everyone,' 'friends' or 'followers' access to their wall or the ability to post. These opportunities open the University to legal, libel and regulatory concerns that are not necessary.
  - Identical comments by the same user (please don't post or approve comments submitted over and over expecting the post to show up faster) or multiple users (a group of people sending identical messages or one person submitting under different aliases).