Developing a Social Media Policy

Wednesday, April 2, 2014

Today, we’re covering:

• Why have a social media policy (or not)
• What should be in a policy
• Some social media guidelines for participants

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Any company, big or small, needs a social media policy to protect their reputations. Even if their company has no social media presence, their employees may be creating one by virtue of their actions online.

Aliah Wright, author of A Necessary Evil: Managing Employee Activity on Facebook, Twitter, LinkedIn…and the Hundreds of Other Social Media Sites

Got these?

- Discrimination policy
- Leave policy
- Vacation policy
- Social media policy

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Is it "CONCERTED" activity?

This happens in LIBRARIES, too

So, back to WHY?

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The other side of the coin

• Your people can be trusted
• Social media is just one more way to communicate
• More rules only make your company more bureaucratic
• Formal policies only discourage people from participating
• You probably already have policies that govern inappropriate behavior

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The Big 3

1. Be specific
2. Write in a friendly tone
3. Consult a lawyer

What's the PURPOSE?

Be HONEST about who you are

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“Always pause and think before posting.” That said, reply to comments in a timely manner, when a response is appropriate. But if it gives you pause, pause. If you’re about to publish something that makes you even the slightest bit uncomfortable, don’t shrug it off and hit ‘send.’ Take a minute to review these guidelines and try to figure out what’s bothering you, then fix it. If you’re still unsure, you might want to discuss it with your manager or legal representative. Ultimately, what you publish is yours - as is the responsibility. So be sure."
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Be ACCURATE

FACT

OPINION

Use good judgement

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“Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.”
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Additional stuff from CML

• Do not reference or cite Library clients, partners, or customers without their express consent
• Library logos and trademarks may not be used without written consent.

Social media policy, Columbus Metropolitan Library, Ohio

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Archives.gov

- NARA will delete comments that contain abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups.
- NARA will delete comments that are clearly off-topic, that promote services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition.
- NARA does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to these standards.

http://www.archives.gov/social-media/policies/facebook-comment-policy.html

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Community Hospital of Monterey Peninsula

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http://www.chomp.org/terms-conditions/social-media-website-participation-policy

Resources

- 3 Great Social Media Policies to Steal From:
  http://mashable.com/2009/10/02/social-media-policy-examples/
- Social Media Governance—Policy database [approx. 250 policies!]:
  http://socialmediagovernance.com/policies.php

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