

TCNJ Library Social Media Plan Recommendations

TCNJ Library's Web Committee evaluated the need for the Library to maintain an active social media presence. The College of New Jersey's Office of Communications, Marketing and Brand Management posed several questions to assist college departments in identifying their need for social media channels. <http://communications.pages.tcnj.edu/about/media-relations-and-marketing/use-social-media/>

- 1) What do you hope to achieve?
- 2) Who is your audience?
- 3) What channels would reach them most effectively?
- 4) Do you have the resources and commitment to run these channels well?
- 5) Are other related departments already doing something similar?
- 6) Do you need multiple channels? Would fewer, stronger channels be better?

In order to answer these questions we consulted with library staff through a survey and an open forum, we researched what other similar college and university libraries are doing and we reviewed the libraries strategic planning goals in order to see how social media could help benefit the library.

After great consideration we made the decision that, at this time, the library should not move ahead with pursuing an active social media presence. Since our primary audience (question 2 above) is the entire TCNJ community, we decided to recommend that the Library use TCNJ's established social media channels. There are already many social media channels being maintained by the Office of Communications, Marketing and Brand Management that target this group and they are willing and able to post library related content as needed. While there may be cases where individual librarians or staff members want to target specific groups on campus, there are frequently already channels targeting their groups as well. For example, many individual schools or departments maintain Twitter accounts or Facebook pages.

Based on this, our recommendation is that TCNJ library should not attempt to develop its own social media presence at this time. We recommend that dissemination via social media should be done through channels that already exist on campus. This will allow the library to reach out to the entire campus community or to specific groups without needing to cultivate an online audience or produce the large quantities of content required to engage our audience.

Social Media Guidelines for Library Employees:

Library employees should contact their supervisor for information on what types of content should be posted on social media. For information on where to post content, users should contact the Library Web Committee or TCNJ's Office of Communications.

We also strongly recommend that the Library establish the following guidelines for librarian and staff use of social media as it relates to The College of New Jersey. These guidelines are adapted from TCNJ's Office of Communications, Marketing and Brand Management's page <http://communications.pages.tcnj.edu/about/media-relations-and-marketing/use-social-media/>

- 1) Activity on any social media pages created by the TCNJ library will represent TCNJ to a vast audience. Carefully consider your audience before posting any content, and remember to respect the rights and privacy of anyone included in or referenced in your posting.
- 2) Do not post any copyrighted material or any potentially illegal content, direct attacks on individuals or groups, libel, etc. Adhere to all college policies, and refrain from using information or conducting activities that may violate local, state, or federal laws and regulations, including infringement of copyright or intellectual property rights.
- 3) No one should speak on behalf of TCNJ on college-wide issues without authorization, nor should an employee of one TCNJ department speak "for" another department. In addition, social media users should be clear about their affiliation with the College when answering questions or posting about TCNJ, even on external platforms.
- 4) TCNJ's social media channels should not be used to express personal opinions represented as college, departmental or organizational views.
- 5) Attribute any post that does not contain content original to your department and that does not link back to the originator's site (e.g., include photo credits).
- 6) Do not create any TCNJ Library social media accounts without consulting the Library Web committee.
- 7) Do not release confidential or proprietary information related to TCNJ, its staff, students, alumni or any member of the college community.
- 8) Do not allow fans or followers to reveal their private information during an exchange on an open channel. Take it offline if necessary.
- 9) Do not any release any campus news or information prematurely. If you're not sure, check first.
- 10) Cybercrime is real. Reset the default privacy settings on social accounts to control who can see what, how information can be searched, and which applications are enabled.
- 11) Create a strong password for each site and change it regularly.