<div align="center">**MEMORANDUM**</div>

TO: Web Committee

FROM: Library Steering Committee ("LSC")

RE: Library Social Media Presence

DATE: November 12, 2014

Background:

TCNJ Library does not have an official policy for participating in social media. The LSC has received a suggestion to consider the nature and extent of the Library's online presence in social media venues.

Charge:

The LSC requests that the Web Committee review the College's social media guidelines (http://communications.pages.tcnj.edu/about/media-relations-and-marketing/use-social-media/) and consider the need for the development of the Library's social media presence and the purpose(s) it could serve in the campus community and learning environment. The Web Committee is charged with addressing the question, should the Library actively develop its social media presence? If the Web Committee recommends the development of the Library's social media presence, the LSC additionally charges the Committee to 1) develop a social media strategy, 2) recommend a channel or multiple channels for use to create the Library's social media presence, and 3) develop guidelines and best practices for content posting by Library Faculty and Staff. The developed strategy may include suggestions for implementation, but does not necessarily need to do so.**Timeline:**
The LSC requests that the Web Committee complete this charge by June 1, 2015.

TCNJ Library Governance:

The following steps must be followed in preparing recommendations:

   (1) Identifying and reporting the problem. If necessary, the Library Steering Committee
       (LSC) will prepare a charge identifying the issue for the appropriate committee.

(2) Preparing a preliminary recommendation.
(3) Making a final recommendation.

The presenting of testimony, prior to both the preliminary and final recommendations, is central to the concept of shared governance. The three-step process ensures that there are opportunities for formal testimony and open comment from affected individuals and all stakeholder groups. Committees are expected to be proactive in inviting stakeholder groups to provide testimony at both steps # 2 and #3 of the process. It is expected that committee members will bring issues back to their stakeholder groups for discussion. For some issues, sufficient initial testimony may come from input through committee membership or solicitation from targeted constituent groups. Preliminary recommendations for a new policy, procedure, or program must be presented to the stakeholders, either at a regular library general staff meeting or at a scheduled forum. The period for open input and comment must also be communicated to all stakeholder groups. If the committee determines that substantive changes are needed after the preliminary recommendation has been presented at an open forum, then the revised recommendation must be sent to all stakeholders and presented again at an open forum.

Committees shall send final recommendations to the LSC.