

University of Oklahoma Libraries Social Media Guidelines

This policy outlines basic guidelines and best practices for professional social media communications. In recognition of the ubiquitous nature of social media communications, as well as the fact that the lines between professional and personal endeavors are sometimes blurred, these guidelines also address recommended practices for use of personal social media accounts. These guidelines apply to all UL employees who create or contribute content online via traditional social media, blogs as well as comments and editorials on other online formats.

Social media is defined, for the purpose of this document, as any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, websites, forums, and wikis. Examples of social media include, but are not limited to, Facebook, Twitter, Instagram, Snapchat, YouTube, Google+ and Flickr. Professional social media is defined for the purpose of this document as work-related social media activities that are either department-based, or program-specific (e.g. *Galileo's World*). Personal social media use is defined as non-work-related social media activity, unaffiliated and used for non-official communications. See "Personal Social Media Use" policy below.

Professional Social Media Use

UL employees should treat professional social media space and communication like a classroom and/or a professional workplace. The same standards expected in professional settings are expected on professional social media sites. Employees should exercise caution, sound judgment, and common sense when using professional social media sites.

To the extent possible, based on the social media site being used, social media content creators or their designees should be given separate administrator rights providing limited access to the professional social media accounts. Departments that wish to create a social media presence for their audiences should consult with the UL Communications Coordinator for additional guidance prior to creating a social media presence. Approval shall not be unreasonably withheld.

Professional social media communication must be in compliance with the UL Content Strategy, OU policies, and applicable laws, including but not limited to, prohibitions on the disclosure of confidential information and prohibitions on the use of harassing, obscene, discriminatory, defamatory or threatening language. No personally identifiable student information may be posted on professional social media sites without gaining written permission from the student in question. If images of students are to be posted online, there must be a media consent form on file in the Communications Coordinator's office. Absolutely no photos of minors will be permitted on social media sites without written consent, via the media consent form, of the parent or teacher accompanying the child. Student workers who contribute to professional social media sites may not be permitted to post photographs or videos featuring other students without the approval of their supervisor or the Communications Coordinator.

Respect copyright and fair use laws. Postings must respect copyright, privacy, fair use, and other

applicable laws.

Responding to Negativity

Our policy is to not delete complaints or criticism, but reply with information as to how the situation is being addressed. A user may be blocked or banned if the user posts derogatory or inflammatory content, or disrupts the open exchange of information intended by the social media channel.

UL social media managers are responsible for monitoring and providing feedback regarding their professional social media sites. The monitoring responsibilities include reviewing the professional social media sites on a regular basis. UL supervisors, the Communication Coordinator and Senior Management reserve the right to remove postings and/or disable a page for professional social media sites that do not reasonably align with these guidelines, or violate OU policies.

Any media inquiries received via professional social media sites should be referred to the Communications Coordinator.

Personal Social Media Use

Be thoughtful about how you present yourself in online social networks. The lines between public and private, personal and professional are blurred in online social networks. Employees should not use the OU Libraries logo or make representations that their personal social media sites speak in an official UL capacity. Use of the logo that is automatically populated on personal social media sites, such as LinkedIn, is permitted. Personal social media sites wherein the user has identified him or herself as an employee of the University Libraries should include the following disclaimer: “All opinions, thoughts and views are my own and do not necessarily represent those of the University of Oklahoma Libraries.” A shortened disclaimer: “Thoughts/views/opinions are my own” is acceptable. When not posting on behalf of the organization or your department at large, write in the first person.