

Social Media Policy for the Marx Library

Introduction

The Marx Library's current mission is "To support the present and anticipated teaching, research and service goals of the University of South Alabama, the mission of the University Libraries is to select, acquire, organize, promote and provide timely and efficient access to information resources, regardless of format or location. This includes instruction and critical evaluation of those resources." In support of this mission and as a way to promote information literacy to current and former faculty, staff, and students, the Library has established a social media presence on several platforms, including Facebook, Twitter and the Library blog.

The purpose of the Marx Library social media policy is to provide guidance for faculty and staff who administer and post on the library's social media sites. The Library's social media presence should align with the University's general policies for branding and social media

(http://southalabama.edu/departments/publicrelations/brand/resources/usa_brand_guidelines.pdf).

Purpose

Since social media allows users to share information quickly with users, the Marx Library established its social media presence in order to keep faculty, staff and students up-to-date on happenings in the library and to inform them of new and underused resources available to them through the library.

Content

Posts should be professional and non-political in nature and should represent the university and the Marx Library in a positive manner. The focus of all posts should be the Marx Library in particular, the University of South Alabama, library resources, information literacy in general, research news, and higher education. Library hours, holidays, and special events can also be posted on the Library's social media sites. The goal of all social media posts should be to both inform and entertain the reader.

Privacy

The privacy rights of all users of the Marx Library's social media sites should be respected. Only users who have somehow initiated contact with the library by liking or friending Library posts will be contacted directly by library personnel.

Comments

Users are free to comment on all library posts, but comments should be relevant to the content of the post. Profanity, personal attacks, spam, off-topic comments, and business solicitations are not allowed; any posts containing such content will be deleted by the Library's social media site administrators.

Library Liability

The Marx Library is not responsible or liable for any content posted by subscribers or third parties in the comments section of its social media sites.

Contact

Please contact the Marx Library at webref@southalabama.edu with any questions about or comments on this policy.