Libraries Online, Inc. (LION)
Social Media Policy

Purpose

The purpose of the social media policy is to ensure effective promotion of library services, resources, events, staff, and issues to the patrons of LION member libraries.

Definition

For the purposes of this policy, "social media" refers to any online or mobile platform open to the public, such as Facebook and Twitter.

Account Administration

The LION office administers LION social media accounts. Staff from member libraries, with approval by the Board of Trustees, can post content to LION social media accounts.

LION Social media accounts should inform patrons about services, resources, programs, events, and staffing changes at member libraries. They should promote member involvement in statewide and national library organizations. Social media posts should also bring awareness to issues germane to the library profession. The tone of posts should be either positive or neutral, depending on the subject.

Best Practices

- Keep posts brief. The content should be clear and unambiguous.
- Proofread before posting. Do not use copyrighted material without permission.
- Post regularly. One post per week is the minimum.

Third-Party Posts

LION social media activity is strictly informational. Given the breadth and number of the LION membership population, the ability for third parties to post and comment is disabled.

Disclaimer

The items featured on LION social media accounts do not reflect necessarily reflect the views or positions of every LION library and their officers or employees. Social media users should exercise their own judgment about the quality and accuracy of any information presented through social media.

Approved by the Board of Trustees, August 23, 2022