

FLITE Library Social Media Strategy

Purpose of this strategy:

This strategy document is intended to govern the use of FLITE Library's branded social media in order to ensure the communication of consistent, focused, and timely messages that are aligned with library and campus guidelines

What is social media?

Social media (defined here as the use of third party hosted online technologies that facilitate social interaction and dialogue) provide alternative ways for FLITE Library to share, listen, and engage with the university community. Social media includes social networking sites like Facebook, micro-blogging tools such as Twitter, and audio-visual networking sites such as Instagram and YouTube.

Why are we using social media?

In order to fulfill [FLITE's mission](#), we seek to connect, share, and listen to our users on social media. Our users are increasingly active online, and the library intends to be present in these virtual spaces to support the teaching, learning, research, and information needs of the university community.

Who can use social media?

All FLITE Library faculty and staff should feel free to publish and/or comment using FLITE's social media accounts in accordance with this strategy document. RIS will be in charge of the actual posting and maintenance of the accounts. [Perhaps we link to a form here for postings?]

How can social media be used?

All uses of social media must follow the same ethical standards that FLITE Library employees must otherwise follow. Librarians and library staff should consider the [ALA Code of Ethics](#) when using social media. Interactions on social media must adhere to [Ferris State University's Social Media Policy](#).

All social media sites maintained by FLITE must have a consistent look and feel to the library's website and other publications. Profile information may be obtained from the chair of FLITE's Marketing Team.

Any maintenance issues should be brought to the attention of the chair of FLITE's Marketing Team.

General guidelines for social media effectiveness:

Quality matters. Post interesting things that the university community will care about. Proofread, and if you have questions about the content, ask before you post.

Use good judgment. You are encouraged to engage members of the university community, but use common sense to determine what's appropriate. Don't do or say anything you wouldn't at work.

Be aware. You are a representative of the library. It's public and permanent.

Add value. The best content relates to FLITE Library and its mission to be a service, resource, and space for teaching, learning and scholarship. You can reflect the library's purpose using appropriate humor, photos, facts, and current events.

People follow FLITE on social media because they want to know what we have to say. When posting, be sure to link your postings with Ferris-specific content.

Notify the chair of FLITE marketing committee if you plan on actively participating in social media so that we have a current record of who is posting on behalf of the library.

If you, your department, or your group plans to create a new social media identity of any kind using FLITE Library's name, you'll need prior approval from the chair of FLITE marketing committee. Assistance in setting up social media accounts and their settings can be obtained from the FLITE Library's Chair of the Marketing Team.

While there may be additional guidelines for specific social media platforms available from the marketing committee, the above guidelines should be applied across all platforms. Inquiries about additional specific guidelines can be directed to the chair of FLITE's Marketing Team.

Who has the final word?

The chair of FLITE's Marketing Team reserves the right to remove, edit or otherwise modify any posting to the library's social media accounts in order to ensure a consistent and professional image.

Some Procedural Matters:

Most posting will originate with the Chair of the FLITE Marketing Team. Please pass along content to the team.

All posts must be proofread for accuracy. For posts originating from others, sample copy will be shared before posting to ensure accuracy.

In some instances, posts will need a "boost". In these instances, the Assistant Dean, Research and Instruction will be contacted prior to posting.

There should be at least 2 posts per week to keep the feed relevant. Posting should be limited to no more than 15 in any given week. Once daily is preferred.

Passwords should be updated twice annually or earlier if security concerns arise.