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**[TEMPLATE to customize for your system]**

**Library social media guidelines**

**Last update June 2019**

This document identifies our policy for use of **[library name]** social media outlets and provides guidance for staff who operate any social media that is branded as **[library name]**.

When you are acting on behalf of **[library name]** on social media, it is important to remember our goals in the social media community: to **raise awareness** of the activities and impact of our libraries and to **drive engagement**.

**Overarching social media themes**

* Call to action: Support your local library and utilize its many unique offerings and resources.
* Libraries:
  + help create a more educated workforce, help kids learn year round, and can improve the lives of everyone in our community. They are a vital hub for job seekers, parents, and students of all ages.
  + build strong communities.
  + are innovative learning centers with librarians trained to teach communities how to use cutting-edge technology and resources.
  + provide equitable access to resources for everyone.

**Additional guidance**

**What to post**

Social media is a great place to post upcoming activities and events at your library(ies), as well as photos/quotes from patrons who have had a great experience. It’s a great way to keep your patrons and potential patrons engaged and aware.

You also can post about important issues such as net neutrality in a nonpartisan, non political way.

\*\*Examples of posts and broader ideas for topics are included at the end of this document. [Georgia Public Library Service](mailto:%20communications@georgialibraries.org) can help supply additional messaging as needed.

**When to post**

On social media, it is important to be timely, responsive, and active.

Be responsive and helpful to all inquiries. If a comment is abusive, hide it, but if someone is just complaining, try to engage and be helpful - use good customer service.

For Twitter, it is ideal to tweet 2-5 times a day, tagging partners when possible, engaging with followers, and using hashtags. Our primary hashtag is #georgialibraries. There are also broader library hashtags that you should feel free to use as well to ensure broader visibility, such as #LibrariesTransform. Tweets that include photo or video perform better.

Consider using free online tools to schedule tweets in advance:

* Tweetdeck
* Hootsuite - has a limit of 30 scheduled tweets at a time.

You also can create columns to monitor hashtag mentions, as well as to see activity of key handles that you may want to favorite or retweet.

Post 3-5 times a week on Facebook, and try to include strong imagery. Tag partners and other organizations when relevant and possible, so they see your post and can respond.

For Instagram, post 3-5 times a week. Use imagery that shows your library’s personality or gives an inside look at your library’s culture.

On Facebook and Twitter, please tag @georgialibs when possible so GPLS is sure to see your post and like or share it.

**Photo permissions**

Consider posting a sign at programs when a photographer is present, also stating for patrons to tell a librarian know if they don't want their picture taken. Have a photo release form on hand.

**Staff Social Media Activities**

**[Library name]** respects the rights of its staff to use blogs and other social media tools not only as a form of self‐expression, but also as a means to further our mission. It is important that all staff are aware of the implications of engaging in social media and online conversations that reference **[Library name]** and recognize when **[Library name]** might be held responsible for their behavior.

**Our expectations for staff personal behavior on social media**

There’s a big difference in speaking on behalf of **[Library name]**  and speaking about **[Library name]**. These principles refer to personal or unofficial online activities where you refer to **[Library name]**.

1. All staff are subject to the ethics policy in every public setting.

2. You are responsible for your actions. Anything you post that can potentially tarnish **[Library name]’s**  image will ultimately be your responsibility. We encourage you to participate in the online social media space, exercising sound judgment and common sense.

3. Even if you are not an official online spokesperson, you are an asset for monitoring the social media landscape. If you come across positive or negative remarks about **[Library name]** online that you believe are important, consider sharing them by forwarding them to the director.

4. Be conscious when mixing business and personal lives. **[Library name]** respects the free speech rights of all staff, but remember that publishing information online can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on. Be aware that taking public positions online that are counter to **[Library name]**’s interests might cause conflict.

**Our Expectations for Online Spokespeople**

Just as with traditional media, we have an opportunity and responsibility to effectively manage our reputation online and to selectively engage in online conversations.

The following principles guide how our online spokespeople should represent **[Library name]**  in an online, official capacity:

* As a representative of **[Library name]** , act with honesty and integrity in all matters. This commitment is true for all forms of social media.
* Be mindful that you are representing **[Library name]** . Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on **[Library name]** .
* When in doubt, do not post. Staff are personally responsible for their words and actions, wherever they are. As online spokespeople, you must ensure that your posts are completely accurate and not misleading. Exercise sound judgment and common sense, and if there is any doubt, do not post. In any circumstance in which you are uncertain about how to respond to a post, contact GPLS at communications@georgialibraries.org.
* If you are using another party’s content, make certain that they are credited in your post. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions.
* **[Library name]** encourages all staff to exercise sound judgment and common sense to prevent online social media sites from becoming a distraction at work.
* Your local posts can have broader significance. Keep a world view in mind when you are participating in online conversations.
* The Internet is permanent. Once information is published, it is essentially part of a permanent record, even if you delete it later.

**­General (evergreen) tweets by topic**

**Georgia Public Library Service**

**HOW TO USE THIS DOCUMENT:**

This document provides evergreen, broad messages about GPLS-related services and impact. These are ideal to schedule one or more a day all week. Be sure to use a variety of posts as not to be repetitive, and pay attention to time of year to be sure you are relevant (eg, Summer Reading Program in spring/summer).

**EVERGREEN TWEETS BY TOPIC**

**Economic development**

* All public libraries in GA have free high-speed internet, and GA is the only state that offers matching funds to completely cover a library’s internet bill. #IMLSGrant #GeorgiaLibraries <https://bit.ly/2XVbdFs>
* The value of public libraries has shifted way beyond books, with #GeorgiaLibraries serving as lifelong learning centers that tangibly impact local economic and workforce development. [**@**MGRLibraries](https://twitter.com/MGRLibraries) [**@**HallLib](https://twitter.com/HallLib) @brookscountylib https://bit.ly/2TDVDQ4
* “The library saves me time and is such a great resource; it is a wealth of knowledge.” Learn how #GeorgiaLibraries help small business owners like GA Wellness & Festival founder Charise Stephens [**@**MGRLibraries](https://twitter.com/MGRLibraries) [**@**HallLib](https://twitter.com/HallLib) @brookscountylib https://bit.ly/2TDVDQ4
* #GeorgiaLibraries offer tools for workers to gain skills and open doors to new opportunities, including small business workshops at [**@**HallLib](https://twitter.com/HallLib) @brookscountylib https://bit.ly/2TDVDQ4

**Find a library near you.**

* Looking for your local library? Find it here, along with 400+ other GA public libraries, and then visit to see all the ways libraries are innovating & serving their communities. https://bit.ly/2SlJk5n #georgialibraries

**Galileo**

* Did you know that students of all ages can freely access [@galileolibrary](https://twitter.com/galileolibrary/) at their local public library for resources not freely available online? [#georgialibraries](https://twitter.com/search?q=%23georgialibraries)
* Another reason to love your #GeorgiaLibraries card: you get free access to @mangolanguages, which features over 72 foreign language courses. @galileolibrary
* Looking for college prep tests? Your local library can help. Check out Learning Express on [@galileolibrary](https://twitter.com/galileolibrary) at your GA public library for easy, online, and free resources. [#georgialibraries](https://twitter.com/hashtag/georgialibraries?src=hash)

**Genealogy, history, Georgia Treasures**

* Discover [#genealogy](https://twitter.com/search?q=%23genealogy) resources throughout the state of Georgia at [georgialibraries.org/genealogy/](https://t.co/PH0G9PLont) and download your PDF of Georgia's Treasures! [#library](https://twitter.com/search?q=%23library) [#archives](https://twitter.com/search?q=%23archives) [#GeorgiaLibraries](https://twitter.com/search?q=%23GeorgiaLibraries)
* Explore culture, [#genealogy](https://twitter.com/search?q=%23genealogy) & #history resources throughout Georgia’s public libraries  [georgialibraries.org/genealogy](https://t.co/jWSVT4Ny2t) [#georgialibraries](https://twitter.com/search?q=%23georgialibraries)
* Many #GeorgiaLibraries have unique, irreplaceable material highlighting the history of their communities.
* If you have an interest in ATL history, civil rights movement or Southern literature, the Auburn Ave Research Library on African American Culture & History is an essential place to visit. Learn more about [@AARL\_Archives](https://twitter.com/AARL_Archives) <https://bit.ly/2HUsppk> #georgialibraries @AFPL

**Georgia’s most beautiful libraries**

* Libraries are a great holiday destination - learn about & visit Georgia's 10 most beautiful libraries! [#georgialibraries](https://twitter.com/search?q=%23georgialibraries) <https://georgialibraries.org/gpls-names-10-most-beautiful-libraries-in-georgia/>
* Learn about & visit Georgia's 10 most beautiful libraries! From a 130-year-old English Baroque library w/ stained glass by Tiffany to a seaside casino turned National Literary Landmark to a contemporary Atlanta architectural icon. [#georgialibraries](https://twitter.com/search?q=%23georgialibraries) http://bit.ly/2qcZ8Jp
* By bringing culture, lifelong learning and discovery to Georgians every day, all libraries are beautiful. You can get your passport of 10 most beautiful public libraries in GA at your local library : <http://bit.ly/2qcZ8Jp> [#georgialibraries](https://twitter.com/search?q=%23georgialibraries) [+PHOTO]

**GLASS**

* Each year in GA, we assist >15,000 people w/ temporary or permanent low vision, blindness, or physical disability that prevents them from reading. Everyone should have the opportunity to read. [@librarycongress](https://twitter.com/librarycongress) #IMLSGrant
* Accessibility is not an "other" - it's about people whose life has changed. It's about all of us. Learn how [#GeorgiaLibraries](https://twitter.com/hashtag/GeorgiaLibraries?src=hash) are a source of accessible programming and technology. [https://bit.ly/2AyHfvP](https://t.co/OhoZYAARpy)

**Join our email list**

* Keep up with all the great things happening with Georgia's public libraries by signing up for our email list today: http://georgialibraries.org/subscription [#georgialibraries](https://twitter.com/search?q=%23georgialibraries)
* Georgia's public libraries are making a difference in their communities. Learn how by joining our email list: http://georgialibraries.org/subscription #georgialibraries
* Does your local library make a positive impact in your life? Tell us about it! Share your story with us georgialibraries.org/contact

**Kids**

* By sharing stories at home, you can give your child a sense of confidence & love for books that will benefit them for years. Learn how you can partner w/ your local library to read [#1000BooksB4Kindergarten](https://twitter.com/hashtag/1000BooksB4Kindergarten?src=hash) [http://bit.ly/2HObKjE](https://t.co/ZFm2DAejyD)
* Engaging kids in summer reading keeps them prepared so when they begin the school year, they haven’t fallen behind. [#LibrariesTransform](https://twitter.com/hashtag/LibrariesTransform?src=hash)
* Don't let the summer slide happen to you! When students don’t read during the summer months, they lose educational ground: research shows that students can lose up to three months of reading ability over the summer.
* A library card is the most important school supply your child needs! Stop by your library and get carded! [#library](https://twitter.com/hashtag/library?src=hash) [#reading](https://twitter.com/hashtag/reading?src=hash) #georgialibraries
* PRIME TIME helps families bond around reading & talking about books, and is available in many GA libraries: [https://www.youtube.com/watch?v=SWqOL7z4mt8 …](https://t.co/3OcHg2yqd5)  [#LibrariesTransform](https://twitter.com/hashtag/LibrariesTransform?src=hash) [@US\_IMLS](https://twitter.com/US_IMLS) [@PrimeTimeRead](https://twitter.com/PrimeTimeRead)

**Partnerships**

* Exploring @GAStateParks this weekend? Check out a discovery backpack from your local public library with wildlife guides, binoculars and more. #georgialibraries
* Your GA public library card is your ticket to great places around the state! Use your card to check out a pass to @ZooATL @CtrPuppetryArts @GaStateParks and more! #georgialibraries
* What's summer without reading & baseball? We've partnered with [@Braves](https://twitter.com/Braves/) for Home Run Readers. K-12 students throughout Georgia can earn a FREE Braves ticket for reading books & completing an online activity
* Georgia families can visit Big Bird, the Fraggles, & more puppet characters for free using their library card! Visit your local public library & check out the Passport to Puppetry  [@CtrPuppetryArts](https://twitter.com/CtrPuppetryArts/)
* Learn to fish at the Go Fish Center by checking out a pass with your #georgialibraries card! [@GeorgiaWild](https://twitter.com/GeorgiaWild/)[#fishing](https://twitter.com/search?q=%23fishing)
* Our partnerships w/ [@ZooATL](https://twitter.com/ZooATL) [@CtrPuppetryArts](https://twitter.com/CtrPuppetryArts) [@GaStateParks](https://twitter.com/GaStateParks) @CarlosMuseum & more have increased access to educational & enriching activities for Georgia families. Check out passes from your local public library to these great places!
* Did you know that you can check out passes from your local public library to [@CtrPuppetryArts](https://twitter.com/CtrPuppetryArts/) [@GaStateParks](https://twitter.com/GaStateParks/) [@carlosmuseum](https://twitter.com/carlosmuseum/) [@ZooATL](https://twitter.com/ZooATL/) & more? Our partnerships increase access to educational & enriching activities for Georgia families. Check them out!
* Chattahoochee Nature Center partners with the Georgia Public Library Service allowing library card holders access to complimentary admission. <https://georgialibraries.org/chattahoochee-nature-center-and-georgia-public-library-service-announce-partnership/>
* Get ready for summer - use your Georgia public library card to check out passes to visit [@ZooATL](https://twitter.com/ZooATL) [@GaStateParks](https://twitter.com/GaStateParks) [@carlosmuseum](https://twitter.com/carlosmuseum)  [@CNCNature](https://twitter.com/CNCNature) and more - for FREE! [#georgialibraries](https://twitter.com/hashtag/georgialibraries?src=hash)
* Did you know that you visit your local library and check out a Breman Family Pass to visit us for free? This summer, you can stay cool, learn magic, and see our newest exhibition “Inescapable: The Life and Legacy of Harry Houdini.” [#georgialibraries](https://twitter.com/hashtag/georgialibraries?src=hash) [#thebreman](https://twitter.com/hashtag/thebreman?src=hash)

**PINES**

* “From this little library, a person can access the PINES system of more than 11 million shared library materials across GA, and within a week it will be here. PINES creates equity no matter where you live.” [**@**SatillaLibrary](https://twitter.com/SatillaLibrary) https://bit.ly/2XVbdFs
* Download the PINES app to keep track of checked out materials, place holds, and renew items in the shared network of >11 million library materials across #georgialibraries!
* Put PINES in your Pocket w/mobile app from [@georgialibs](https://twitter.com/georgialibs). Keep track of items checked out, place holds with a click, and renew items 24/7. Now w/"Show Card" feature for library card!  
    
  Androidhttps://play.google.com/store/apps/details?id=net.kenstir.apps.pines  
  iPhonehttps://itunes.apple.com/us/app/pines-georgia/id1400443994?mt=8
* PINES library card holders; did you know you have online access to materials across 302 Georgia libraries? Search the collection, including adult, kid, and even access GALILEO research databases - http://gapines.org/eg/opac/home
* Search by dinosaurs, princesses, award winners, and more: if you’re a PINES library card holder, you can find and reserve kids books from >300 GA libraries: http://gapines.org/eg/opac/home
* More than 1.9 million Georgians use our nationally recognized Public Information Network for Electronic Services (PINES) and library card system, which provides statewide lending of 11 million library materials. #IMLSGrant @US\_IMLS

**Reasons libraries are great**

* Your local library offers free activities to keep your child learning all summer, as well as large-print and talking books, technology workshops and more to serve everyone in a community. https://bit.ly/2HK5IoE #georgialibraries
* 10 cool things you can do with your library card: <https://2wsb.tv/2tkzHJK> #georgialibraries #librariestransform
* Library of Things lets you try before you buy: drums, [#ukuleles](https://twitter.com/search?q=%23ukuleles) and even [#framelooms](https://twitter.com/search?q=%23framelooms), like the one used by this Oglethorpe Co. Library patron to make her amazing bag! [#engagingcommunities](https://twitter.com/search?q=%23engagingcommunities) [#reimagineyourlibrary](https://twitter.com/search?q=%23reimagineyourlibrary)

**Stats about libraries**

* Did you know? More than 28 million people visited a Georgia public library in 2017. Find one near you: https://bit.ly/2HK5IoE
* 4.3 million Georgians have a library card. Here’s a few unique ways to use yours…
* Libraries are way more than books. Did you know that you can ...

**Stories of impact for Georgia’s libraries**

* Growing community [@gwinnettlibrary](https://twitter.com/gwinnettlibrary/) - tower gardens have led to programs on healthy nutrition, addressed food insecurity, brought diverse cultures together & provided a STEAM experience for all ages. [#georgialibraries](https://twitter.com/search?q=%23georgialibraries) [#librariestransform](https://twitter.com/search?q=%23librariestransform)  [bit.ly/2JQqClV](https://t.co/swf3Td8Wfu)
* Outreach initiatives are connecting libraries to their communities and leading to deeper impact. Read how [#georgialibraries](https://twitter.com/search?q=%23georgialibraries) are partnering to help people improve their lives.  
  [@MGRLibraries](https://twitter.com/MGRLibraries/) [@afpls](https://twitter.com/afpls/) [@okrlslibraries](https://twitter.com/okrlslibraries/) [@DaybreakMacon](https://twitter.com/DaybreakMacon/)  
  [bit.ly/2JJ1uu4](https://t.co/QHyFNcQMWm)
* “The library gives a place for people to set and achieve their goals, from someone trying to obtain their U.S. citizenship to a kid who wants to be a senator.” [@moglibraries](https://twitter.com/moglibraries) [#georgialibraries](https://twitter.com/hashtag/georgialibraries?src=hash)https://bit.ly/2BAaAHQ
* "A good library reflects its community's needs" - find out how [@TroupHarrisLib](https://twitter.com/TroupHarrisLib) made its new space a place where people want to be & learn. [https://bit.ly/2qHKVqp](https://t.co/SabRLWTU3P)   [#georgialibraries](https://twitter.com/hashtag/georgialibraries?src=hash)
* The expanded Sharon Forks Library features a World Languages collection in Mandarin Chinese, Hindi, Tamil & Telugu. “We can use these books to share our culture & history w/ our children.” Learn how the library meets local needs: [https://bit.ly/2qHteYK](https://t.co/vDt4QQ9RAi)  [#georgialibraries](https://twitter.com/hashtag/georgialibraries?src=hash)
* Our latest newsletter is here! Read & download now to learn about great things happening in GA's public libraries. h[ttp://georgialibraries.org/news](https://t.co/HU1ClgdOgg)  [#georgialibraries](https://twitter.com/hashtag/georgialibraries?src=hash)
* It’s here! #GeorgiaLibraries are transforming lives and communities – read our latest Library News. [bit.ly/2T3poV1](https://t.co/M3frIkrdMF) [@chatlibraries](https://twitter.com/chatlibraries/) [@SatillaLibrary](https://twitter.com/SatillaLibrary/) [@dekalblibrary](https://twitter.com/dekalblibrary/) [@HallLib](https://twitter.com/HallLib/) [@MGRLibraries](https://twitter.com/MGRLibraries/)
* “DeKalb County Public Library is part of a network of great public libraries all over Georgia – resource sharing and statewide leadership have helped us be stronger than we would be on our own.” Read our Q&A with GA library of the year @dekalblibrary #GeorgiaLibraries https://bit.ly/2T5yjWg
* “Librarianship provides the perfect harmony between consistency and change. I love working in a profession that maintains service to all as its core value, regardless of the specialty.” Read our Q&A with GA librarian of the year Sandy Hester of Coastal Plain Regional Library #GeorgiaLibraries https://bit.ly/2CixfZl
* “Libraries impact virtually every age, race and economic group; they are singularly situated to be able to improve the lives of every community member.” Read our Q&A with GA Library Champion of the Year and Friends of GA Libraries President Dan Aldridge #GeorgiaLibraries https://bit.ly/2XPQ2EJ
* #GeorgiaLibraries award winners exemplify innovative service to communities. Read our Q&A with this year’s recipients @dekalblibrary https://bit.ly/2T5yjWg
* GUYS READ builds confidence and skills for boys “I want these kids to know that they are capable of being whatever they want to be.” [**@**chatlibraries](https://twitter.com/chatlibraries) #GeorgiaLibraries https://bit.ly/2O0qEHz
* “It’s fun to read with Mr. Johnny. I can learn from him and make character noises. Reading is an important part of life.” Learn how GUYS READ reaches reluctant readers [**@**chatlibraries](https://twitter.com/chatlibraries)#GeorgiaLibraries https://bit.ly/2O0qEHz
* “Internet access at the library is a lifeline for many rural residents.” Learn how Kandis Mingo used her library’s resources and internet as she obtained her master’s degree. #IMLSGrant #GeorgiaLibraries [**@**SatillaLibrary](https://twitter.com/SatillaLibrary) https://bit.ly/2XVbdFs
* “There are plenty of people in rural areas who have no daily access to technology. They may not need it every day, but the library has it when they do.” #GeorgiaLibraries #IMLSGrant [**@**SatillaLibrary](https://twitter.com/SatillaLibrary) https://bit.ly/2XVbdFs

**Technology**

* Public libraries are meeting the technology needs of Georgians, helping them apply for jobs and retirement benefits, get help with homework and even learn how to build a robot. #LibrariesTransform #georgialibraries
* Robotics classes, early literacy computer stations, 3D printers and more - these technologies are all available for FREE at many Georgia public libraries. Find yours today: http://bit.ly/2BVJE65
* Libraries in Georgia empower their communities, support job seekers and provide educational opportunities for all ages. Find yours today: http://bit.ly/2BVJE65
* Public libraries help disadvantaged communities access the digital tools they need to succeed in today's increasingly connected world. Check out your library to find computer classes and much more http://bit.ly/2BVJE65
* Libraries succeed at technology by helping their patrons access the information they need, whether it is at the library or at home using the skills they learned at the library.
* High-speed Internet is instrumental in GA’s public libraries’ roles as community resource centers, enabling the to provide almost limitless educational and innovation opportunities for everyone. http://bit.ly/2BVJE65
* Makerspaces across Georgia public libraries offer 3D printers, robotics, Virtual Reality and more; our libraries are innovative learning centers for everyone. <https://bit.ly/2rsJUTr>
* Learn to build a robot or sew a new pair of pants - makerspaces in Georgia public libraries can help fuel your creativity. Find a makerspace near you: <https://bit.ly/2rsJUTr>

**Ways to support your library**

* Looking for a way to support your local library? Join a friends of library group to make an impact in your community: https://bit.ly/2HFf9pb [#georgialibraries](https://twitter.com/search?q=%23georgialibraries) [@FriendsGA](https://twitter.com/FriendsGA/)
* Send a letter to the editor of your local newspaper expressing how important the library is to you — and to your community. See more ways to support your library: <http://www.georgialibraries.org/lib/advocacy/10_Easy_Ways.pdf>
* Looking for a way to support your local library? Sponsor a magazine subscription for the library or donate books — either to the library or to your local Friends organization to raise money for the library. See more ways here: <http://www.georgialibraries.org/lib/advocacy/10_Easy_Ways.pdf>