



Social Media Policy

Georgia Library Association (GLA) Marketing and Branding Committee

The purpose of the Social Media Policy is to ensure that GLA communicates information on social media platforms that meets the public relation needs of the association. The Social Media Policy covers policies and practices for the use of social media sites.

Social media, any web platform that encourages online conversations between association members and the public, can encompass such sites as Facebook, Twitter, Instagram, Snap Chat, LinkedIn, YouTube, and blogs.

The objectives of social media for GLA are:

- To encourage the interactive means to promote and nourish thoughtful and purposeful online conversations about the Association, and topics affecting libraries in Georgia
- To provide communication channels to promote the Association to its diverse constituencies, such as librarians, educators, and people interested in libraries in Georgia
- To set the standard for social media platforms for the Association and its corresponding committees, divisions, interest groups and roundtables

The following means may be used to accomplish the foregoing objectives:

1. Specific goals and activities shall be developed annually by the Marketing and Branding Committee.
2. The policy shall be evaluated annually.
3. The Vice President for Marketing and Branding and/or the Vice-Chair of the Marketing and Branding Committee, or another member designated by the committee, shall have the responsibility for coordinating the social media presence of GLA.
4. All GLA social media accounts must be approved by the current Vice President for Marketing and Branding prior to creation, and should be created using a non-personal email account.
5. The name of the account should clearly reflect that it is part of the Georgia Library Association.
6. All communications across social media platforms shall be used with the intent to discuss issues of importance to libraries in Georgia; communicate about GLA's missions, goals,

and activities; publicize GLA events or other events related to libraries of all types; and ask colleagues questions or advice. Communications that do not meet the intents listed above should not be posted.

7. All efforts of ensuring an individual's right to free speech will be protected on social media platforms. However, the Marketing and Branding Committee reserves the right to delete social media submissions that contain crude language, fictionalized statements, personal attacks, offensive comments, spam of any type, illegal activity, endorsements of political candidates, copyright or trademark infringements, as well as not following the terms of service, terms of use, privacy policies, and other requirements of social media platforms.
8. GLA is not responsible or liable for content posted by subscribers in any forum, and such content does not reflect the opinions and/or positions of the GLA, its executive board, or its members. Follows, favorites, retweets, and likes do not necessarily constitute endorsement.
9. All policies, guidelines, recommendations, and requirements described in the GLA Public Relations Communication Policy, GLA Identity Guide, and GLA Marketing and Branding Communication, Website, and Social Media Style guide will apply to communications on all GLA social media platforms.