



NYLA Social Media Policy

Statement of Purpose

The purpose of the NYLA Social Media Policy is to ensure that posts to NYLA-related social media accounts increase communication, ensure the accuracy of all distributed information, provide for continuity across units (all NYLA Sections, Roundtables, Committees, Regional Chapters or any other entity operating under NYLA), and create awareness about the Association's endeavors and library-related events. For the purposes of this policy, social media is any interactive computer-mediated technology that allows the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

NYLA Social Media Aims

- Champion libraries and librarianship by creating relevant interactions with followers
- Inform and raise membership awareness of NYLA and its sections, roundtables, and regional chapters and other partnering agencies activities and events

Creation of New Accounts

Social media is a constantly changing technology, with new platforms being created on a regular basis. NYLA units need to alert the NYLA office and gain approval prior to opening a new social media account for a section or roundtable.

Branding

All accounts shall include NYLA branding on their social media efforts, including the NYLA logo and language which identifies the unit as part of the larger NYLA organization. The NYLA logo may not be altered by a unit without permission from the NYLA Council

NYLA Admin Access

Any NYLA Unit which has or establishes a Social Media Account will grant administrative rights/access to the Executive Director of NYLA and the Director of Communications and Marketing. This will ensure that NYLA is aware of the social media efforts of each NYLA Unit. NYLA may moderate comments and communications when necessary. NYLA staff will share a list with the Communications Committee twice a year (January and July,) so they can audit the accounts for compliance with this policy, and to ensure they are active accounts.

Inactive Accounts

Each NYLA Unit will report its active social media accounts to NYLA Council annually as part of its annual report. Accounts should not remain inactive for more than 6 months. Accounts that are deemed inactive by the Communications Committee of NYLA, shall be deleted upon a vote at the next Council meeting.

Conduct Standards

1. Use Common Sense:
 - Remember that your unit is representing NYLA and that the content created and shared is a reflection on the organization.

- Be thoughtful in your posts.
- Be respectful of others, even when disagreeing.
- Post should not be in conflict with NYLA's strategic plan and initiatives and should follow the NYLA Code of Conduct.
- Maintain copyright and fair use when posting content.
- When following other organizations or individuals, make sure those groups are not in conflict with NYLA values or its Code of Ethics and Code of Conduct

2. Transparency:

- Make sure that your affiliation with NYLA is clearly represented.
- Identify the name of your unit in an appropriate location (profile page, information page, etc.) as well as your unit's mission.
- Use an approved NYLA logo.
- Include contact information (website, individual contact, address, email, phone, etc.), as determined by the platform / application, so that others can contact a representative of your unit. Be sure to link back to the NYLA website (<https://www.nyla.org>), where appropriate, so that the unit can be contacted through NYLA if necessary.
- Provide a link (follow, become a fan of, etc.) back to the official NYLA page on a given social networking site.

3. Content:

- When maintaining a social networking site, it is important to ensure that the content being shared is appropriate and relevant to our audience.
- For maximum impact, consider sharing posts on NYLA's official accounts. Make sure that the content you provide adds value to readers' understanding of NYLA and New York libraries.
- Cite articles and resources when necessary with traditional citations, tags or links.
- Regularly monitor the discussions/comments to ensure that content is appropriate.
- Encourage participation and only delete reader comments sparingly, including under the following circumstances:
 - Spam
 - Personal attacks
 - Illegal content
 - Offensive language
 - Private/confidential information
- Banning of participants (either a NYLA member or a non-member commenting) should only occur after a participant has made repeated posts that warrant deletion. Banning should be documented and the details of the ban should be shared with the NYLA Executive Director and current NYLA President. The banned participant should be notified that they have violated the acceptable use of the social media policy and be informed of the length of the ban. Questions regarding this situation should be directed to the NYLA Executive Director.
- Promptly respond to posts/comments when appropriate to show that you are engaged.
- If you make a mistake, admit it. Be upfront and be quick with your corrections. If you modify an earlier post, note that you have done so.

- Photos - Remember that any content posted to social networking sites is available to others, and may be publicly visible by anyone. Therefore, the following guidelines should be observed when posting photos online:
 - Ensure that photos are appropriate for inclusion in a NYLA-endorsed venue.
 - Ensure that the proper permissions are acquired before using photos of individuals.
 - Parental permission is required for photos of minors.
 - Photos accompanying news articles do not require written permission, but may have a limited period of time for public display.
 - NYLA-related photos from official NYLA/Section events should be added to the digital archive with a caption detailing the event/location/people in the photo [here](#).
- NYLA reserves the right to moderate social media activity. Comments containing any of the following may be removed:
 - Obscene or racist content
 - Personal attacks, insults or threatening language
 - Potential libelous statements
 - Plagiarized material
 - Private, personal information published without permission
 - Comments totally unrelated to the content of the forum
 - Hyperlinks to material that are not directly related to the discussion
 - Commercial promotions or political activity
 - Inaccurate or misleading information
 - Spam
 - Comments that are in conflict with official NYLA policies and procedures

Adopted May 2, 2024