

Social Media Marketing and Management Policy

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Paragraph 1. Purpose

Social Media plays an important role for libraries to update their patrons, promote events, and highlight upcoming collections. It has the potential to increase community engagement with new and existing library patrons.

1.1. Outcome Goals

1.1.1. To regulate the publicity activities of the ADA University Library through social media tools, as well as outreach to wider audience of users in order to update them with the latest and upcoming library events and other occurrences.

1.1.2. To market the services of the library effectively and quickly, to eliminate the time and space barriers in accessing to information, other than that to draw attention to contemporary library resources.

1.2. Definitions

1.2.1. What is Social Media?

Social media is the forms of online communication channels (such as web based systems for social networking) dedicated to community-based input, interaction, content-sharing and collaboration.

1.2.2. Who is the Social Media Manager?

A social media manager is the individual in an organization trusted with monitoring, contributing to, filtering, measuring and otherwise guiding the social media presence of a brand, product, individual or corporation.

1.2.3. Who is the user (i.e. customer, consumer)?

It is the persons or institutions that follow the social media account.

1.2.4. What is the corporate support to the library?

The units or persons who control and manage the institutional structure of these accounts and materials, which help in the preparation of all social media accounts and promotional materials.

1.3. Mission

1.3.1. Account management / personal use

The account manager is the person or groups who have taken control of the social media accounts of the library. The decision on who will manage the social media accounts created in this direction will be determined by the decision of a senior management. In order not to allow personal use over corporate accounts, senior management is expected to take all necessary security measures and it is necessary to create audit groups.

1.3.2. Account manager / Responsibilities

- This person opens the social media accounts of his/her organization and provides the necessary revision for the existing ones;
- Follow social media networks, informs the institution or people they work with, and determines appropriate strategies;
- Generates content for social media accounts;
- Produces monthly or weekly (depending on policy) content plans;
- Conducts studies to develop new content types and sharing formats by following digital trends;
- Follows developments in his profession and improves himself/herself.

1.3.3. Page and group manager / management

The person or groups responsible for the social media accounts of the library. They are responsible for the necessary content management of the social media page, the control of the comments, and the most importantly, the sharing of the calendar. All content must be approved by the relevant administrators prior to their sharing.

1.3.4. Time and resource management

It is expected that the contents of the pre-shared calendars are prepared by the pre-determination of the social media officers or managers in advance. Quick steps can be taken regarding the daily events that may occur. However, the content to be shared is expected to have administrator's approval.

1.3.5. Use of platforms (Facebook, Instagram etc.)

When using social media accounts, one should not forget the fact that they work in coordination with each other. In this respect, it is important to know in advance the systems that can work together and integrate the posts with other pages. For example: Instagram and Facebook work in harmony with each other, for example, if you want to increase the number of Instagram page and the number of followers, the photos and videos to be shared should be put on the Instagram page first; then sharing it on Facebook is a convenient method. Thus, with the contents shared from the two social media accounts, the promotion of the pages is effectively announced to the followers.

1.3.6. Confidentiality, respect, responsibility

All sharings, content and comments must be in an objective manner, within the framework of respect. It is important that the content shared on an institutional page should not contain false or false information, and that the comments made by the institution should be respectful and measured. If an insult, humiliation or cynical approach is seen in the comments made to the shared content, the deletion of the comments is within the policy and service requirements of the institution. The institution does not bear responsibility for deleted comments, but also reserves the right to initiate legal proceedings with the right to remove the commentator or organization from the relevant pages.

Paragraph 2. Main Procedures

2.1. Scope

Social media accounts that libraries use effectively are:

- Facebook
- Instagram

Library social media accounts can share the following contents:

- Text
- Photo usage
- Video usage
- Poster usage
- # (hashtag) label usage
- Open access articles
- Useful links etc.

2.2. Corporate Principles

Our Library:

- creates passwords for social media accounts which are kept in the personnel, responsible for those accounts;
- adheres to library administration's regulations in organizing the workflow, as well as preparation, control and sharing of the social media content;
- actively uses the social media according to the policies it determines (daily, weekly, monthly sharings, etc.);
- accepts no responsibility for the sharings made by third parties on the main platforms / walls of the Library's social media accounts.
- removes advertisements and unwanted content in comments on social media content;
- removes commercial suggestions, hate speeches, insults, etc. from comments.

Paragraph 3. Final Notes

3.1. Up-to-dateness

This Policy is subject to be reviewed and updated at the beginning of each academic year by persons or groups in charge of current policy, content and principles.

3.2. Additional Information

The staff of the ADA Library is available to answer questions or provide information to librarians, trustees, educators, and the public about social media policy and practices. Inquiries can be directed via email to circulationdesk@ada.edu.az or via phone number at:

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