

Social Media Policy

Massachusetts Library Association

The Massachusetts Library Association (MLA) exists to advocate for and empower the Massachusetts library community by providing leadership, legislative advocacy, professional development, and networking opportunities, and by defending intellectual freedom. The Public Relations (PR) Committee, through the utilization of all types of media, shall promote public awareness of libraries and of the profession and shall communicate the goals, services, and programs of the Association.

In order to connect with members through online environments, the Massachusetts Library Association Public Relations (MLA PR) Committee will use social media platforms and tools to further advance the vision, mission, values, and work of the Association. Social media platforms are defined as any web application, site, or account created and maintained by MLA which facilitates an environment for the Association to share information relevant to and/or about MLA's work in an interactive way.

The Massachusetts Library Association will publish content for the purpose of:

- **Advocating** for sustainability, optimal funding, working conditions, and living wages for Massachusetts library workers and the long-term health of our organizations and profession.
- **Celebrating** the work of the Massachusetts library community by spotlighting the talent and work of libraries and our membership throughout the organization and in our field.
- **Communicating** the work and values of the Association's various sections and committees.
- **Engaging** the Massachusetts library community by interacting with existing members, recruiting new members, and connecting the Massachusetts library community to a variety of professional resources, discussions, and opportunities.
- **Fostering** a sense of community and belonging by representing perspectives, work, and experience from across regions, communities, and specialties.
- **Honoring** our commitment to equity, respect, and justice and uplift the contributions, experience, and professionalism of individuals who have been underrepresented and/or marginalized within our workspaces and communities.
- **Serving** as a voice and leader to the Massachusetts library community and to larger organizations and affiliates.

The Massachusetts Library Association's social media presence is intended to improve interactions with the following audiences: MLA's membership; the Massachusetts library community; the larger professional library community; and community stakeholders and legislators.

Massachusetts Library Association's social media usage is not intended to be or to replace traditional public forums for the general exchange of ideas and viewpoints. MLA's social media platforms will operate as a limited forum to discuss Association work, events, programs, and news of interest and/or related to its work.

Authorized MLA Social Media Contributors

Authorized Massachusetts Library Association social media contributors are limited to:

- Massachusetts Library Association Public Relations Committee Chair(s)
- Public Relations Committee members
- Designated social media liaisons appointed by MLA's committees or section chairs
- Massachusetts Library Association Administration Board
- Massachusetts Library Association Association Manager

Violations of this policy will be reviewed on a case-by-case basis and may result in appropriate disciplinary action, which can include being removed from publishing on behalf of Massachusetts Library Association.

Establishment and Oversight of Social Media Accounts

The Massachusetts Library Association's social media accounts will be established by the Public Relations Committee Chair(s) after careful consideration and evaluation. Only the tools registered for and created by Massachusetts Library Association Public Relations Committee can be used to create content and manage MLA social media accounts.

Massachusetts Library Association PR Committee Members authorized to publish on MLA's official social media channels will receive login information and/or be provided access to each account for official Association purposes by the Public Relations Chair.

Login information will be updated annually by the Public Relations Chair(s) to prevent the compromise of the Association's social media accounts. In addition to the Public Relations Committee, MLA's Association Manager and Administration Board will have access to the login information or be made administrators (as applicable) to serve as a backup in the event that transition between Public Relations Committee Chairs does not flow smoothly.

Periodically, the Massachusetts Library Association Public Relations Committee will review the relevance, capabilities, and effectiveness of its social media platforms. Massachusetts Library Association reserves the right to dissolve its presence on platforms as it deems appropriate, with or without advance notice to any or all "followers," "fans," "supporters," and/or "subscribers."

Copy & Writing Requirements

The Massachusetts Library Association will post content to ***Advocate, Celebrate, Communicate, Engage, Foster, Honor, and/or Serve*** the Association, its members, and the professional library community.

When making posts, sharing content, and/or responding to comments, messages, or communications via social media, MLA will adhere to the following guidelines:

- To be consistent with the conversational and flexible nature of social media platforms, MLA will publish content using an engaging, professional tone and copy that is suitable to the audience and individual platforms.
- Follow best practices pertaining to accessibility, metadata descriptions, style, and color.
- Avoid using memes, .gifs, filters, and other forms of web content that perpetuate and reinforce harmful stereotypes and/or tropes.
- Honor the range of identities, abilities, and experiences of our community and avoid gendered language, misgendering individuals, ableist language, and deadnaming in MLA content.
- When sharing or cross-posting content, authorized social media contributors will review and verify content for accuracy, currency, and relevance before publishing on behalf of the Association.

- Credit content where applicable and avoid copyright infringement.
- In the event of a mistake or oversight, authorized social media contributors will acknowledge the mistake and/or oversight and correct errors.

Acceptable Conduct

The Massachusetts Library Association is dedicated to supporting open dialogue across its Membership. Massachusetts Library Association maintains professional courtesy, active listening, and mutual respect as core tenets of its culture. In line with the welcoming and respectful environment for persons expected at its physical events, Massachusetts Library Association is committed to maintaining the same level of respect and balance in its virtual spaces.

User comments, posts, and messages are welcome on Massachusetts Library Association's social media sites. Content “tagged,” “linked,” and/or directed at MLA by social media users will be considered a deliberate attempt to engage MLA. In order to maintain a welcoming and respectful environment, the MLA PR Committee will regularly review content posted on or directed at its social media sites for content, relevance, or engagement to address as appropriate.

The individual(s) and/or account(s) responsible for posting the following forms of content to MLA’s Social Media sites may be subject to removal and/or reporting if it contains:

- Profane language or content
- Content that promotes, fosters, or perpetuates discrimination of protected groups or classes
- Sexual harassment content
- Solicitations of commerce or advertisements including promotion, endorsement, or spam
- Promotion or endorsement of political groups, campaigns, or individuals
- Conduct or encouragement of illegal activity
- Content intended to target or defame any person, group, or organization
- Content that violates a legal trademark or infringes on copyright

- Publishing false, vicious, or malicious statements concerning any individual, the Association, or its operations
- Falsification of identity
- Violent or threatening content
- Disclosure of confidential, sensitive, private, or proprietary information
- Repetitious content and/or claims with the intent to antagonize, bully, humiliate, and/or shame any person and/or entity
- Sound clips, videos, .gifs, photos, or other images that fall into any of the above categories

Queries & Escalation Management

The Massachusetts Library Association Public Relations Committee (MLA PR) is able to provide limited member services through the Association's social media platforms. Authorized social media contributors will not discuss confidential and/or non-Association related matters via Massachusetts Library Association's official social media accounts. MLA PR reserves the right to direct queries toward formats, platforms, or persons best equipped to provide resolutions.

Criteria used by MLA to determine how a query received through social media will be handled includes:

- Ability to quickly and easily resolve a query or provide requested information
- Committee and/or section-specific related queries that are best suited for the respective committee and/or section chair(s) to address
- Confidential and/or sensitive information is being exchanged
- Publicity requests, vendor, or contract inquiries
- Suitability of platform

In the event of an escalating situation or heated interaction that directly involves Massachusetts Library Association, MLA PR committee members are directed to disengage and contact the Public Relations Chair(s) as quickly as possible. The Public Relations Chair(s) will advise on MLA's response and/or handle the situation directly. In

the absence of a Public Relations Committee Chair, authorized social media contributors will notify and elevate the issue to the attention of MLA's Administration Board.

Sharing Content and Cross Promotion: Third-Party Organization Requests

The Massachusetts Library Association recognizes that sharing content and cross-promotion is vital to building an online community. Massachusetts Library Association's Public Relations Committee (MLA PR) will consider sharing and/or cross-promoting content that supports the broader work and interests of our library community by local organizations, partners, and entities with which its values, mission, and/or purpose aligns with MLA's stated mission.

While MLA PR will make a good faith effort to collaborate and be collaborative virtual community partners, MLA PR does not guarantee that every request for sharing and/or cross-promotion will be possible. MLA PR prioritizes its own content, marketing objectives, and content that is unique to Massachusetts Library Association, its community, and/or work.

Sharing Content and Cross Promotion: Boosting Members and Library Professionals

The Massachusetts Library Association's Public Relations Committee (MLA PR) recognizes the value in elevating the voices of its membership and supporting professional growth. To that end, MLA may boost content directly from its members through "retweeting," "mentioning," "linking," or "sharing," as appropriate, depending on the platform.

MLA may "retweet," "mention," "link," or "share" content directly by its members if the content:

- Advances conversation and thinking within the library profession
- Aligns with MLA's work, core values, and efforts
- Assists members in achieving their professional or organizational goals

- Spotlights the talent, contributions, or work of Massachusetts library workers
- Supports MLA's advocacy efforts

MLA's "retweet," "mention," "link," or "share" from a member's account does not constitute an overall endorsement of that individual and/or account. MLA will make every effort to ensure that boosted content is in the spirit of advancing respectful dialogue and decorum online.

Sharing Content on Behalf of MLA PR & MLA Contributor's Individual Accounts

Massachusetts Library Association "subscribers," "friends," "fans," and/or "followers" are encouraged to share library content across social media and post to different community "groups," "pages," or "threads" as each platform allows.

MLA PR will make every effort to post to these "groups," "pages," and "threads" as Massachusetts Library Association. Should an authorized social media contributor use their personal account to share MLA content on behalf of the Association, they are required to refer queries to MLA's official accounts and not to conduct any Association work through their personal accounts.

Likes/Followers

The Massachusetts Library Association may "follow," "[page] like," or "subscribe" to social media accounts and/or pages belonging to the Association in addition to the broader Massachusetts library community on the platforms where MLA maintains a presence. A "follow," "[page] like," or "subscription" by MLA is intended to indicate an affiliation, partnership, and/or overlapping interest, not a blanket endorsement of the content posted by the account.

The Massachusetts Library Association may "follow," "[page] like," or "subscribe" to social media accounts to serve as a way for MLA's PR Committee to remain abreast of trends and topics that are relevant to:

- Library advocacy and MLA’s legislative efforts
- The Massachusetts library community and its workers
- Regional and national issues emerging within and/or relevant to the library profession
- The broader Massachusetts community served by library professionals
- Library workers’ professional commitment to literacy, intellectual freedom, social justice, discovery, and access

The Massachusetts Library Association will “follow,” “[page] like,” or “subscribe” to accounts that have no restrictions on following and are open to all follower requests. Massachusetts Library Association PR will honor requests by accounts and individuals that would like to be removed from MLA’s follower lists.

Privacy

The Massachusetts Library Association uses social media to support the Association's overall public relations objectives. Social media users may add or remove themselves from the library’s “subscriber,” “friend,” “fan,” and/or “follower” pages at their discretion, according to the capabilities offered by such third-party platforms.

The Massachusetts Library Association may use general information available through platform-based insights and/or analytics to inform MLA’s strategic public relations and marketing objectives. Social media users should be aware that third-party platforms have their own privacy and collection policies. The Massachusetts Library Association is not responsible or liable for any of the policies or effects thereof implemented by or as a result of third-party social media platforms and/or services.

By participating with the Massachusetts Library Association on social media platforms, each user agrees to abide by the Massachusetts Library Association’s policies and all applicable federal, state, and local laws.

Acknowledgments

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