Social Media Policy

The University of Macedonia Library & Information Center recognizes blogs, networking sites, and other social media (collectively referred to as "Social Media") as possible tools to support the Library's educational and operational goals.

This policy applies to staff employees who participate in social media as part of their job duties, to Library users and/ or anyone else who participates in the communication developed in the Social Media, as long as they preserve the proper respect and ethics. This policy has been crafted in order to enhance and protect institutional, professional and personal reputations of the participants in the Library's Social Media.

This policy requires that:

- Each Library's Social Media account will be managed from up to two responsible administrators.
- Employees are liable for anything they post to Library's Social Media sites.
- The guidelines mentioned bellow should be followed.

Scope
To provide guidelines to the Library's staff employees and its visitors for the proper use of the Social Media sites.

Definition
Social Media is a group of web applications based on the Web 2.0 ideological and technological foundations, which allow the creation and exchange of content produced by its users.

Guidelines
1) <u>Who is posting</u>: One or two administrators are responsible for the regular monitoring of the posts and their content.
2) <u>What kind of posts</u>: Posting is allowed in order to:

(a) promote and advertise the Library resources and information services

(b) strengthen the Library's image

(c) provide general information about the Library

(d) promote announcements, photos, etc. relevant to the Library's activities

(e) develop the dialogue between the Library and its users (ideas, suggestions, etc.) on matters involving the Library's material and services, as well as for general issues which promote culture and involve the libraries and the information sciences.

(f) response to all user questions

(g) develop a mutual trust with its users

(h) attract new users and widen the communication channels (organizations, libraries, etc.)

3) <u>Content of posts</u>: before posting anything, the following should be considered:

a) *Accuracy*: Verify content prior to posting on a social media site. Check for spelling and grammatical errors.

b) *Respect***:** The content posted to a social media site could encourage comments or discussion of opposing ideas. Encourage open dialogue and diverse viewpoints, without online confrontation. Respond to each comment with respect and understanding.

c) *Knowing the Audience:* Be aware that a presence in the social media world is or easily can be made available to the public at large. This includes prospective students, current students, current employers and colleagues, and peers. Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.

d) *Personal Opinions:* Identify your views as your own. It should be clear that the views expressed are not necessarily those of the institution.

e) *Privacy***:** Privacy does not exist in the world of social media. Anything you post is public and you should take full responsibility.

4) <u>Handling of cases</u>
- The recommended minimum frequency is twice to three times a week.
- Posting sensitive data and confidential information is prohibited (e.g. passwords, etc.)
- Staff employees' communications on social media should be consistent with the Library's and the University's policies, standards and principles.
- The Library is not responsible or liable for content posted by subscribers in any social media resource.
- The Library retains the right to remove posts, the content of which:
  a) is obscene, racist, libellous, defamatory, insulting or threatening
  a) violates copyright and the intellectual property rights of any third party

b) is not related to the pages content
c) includes commercial promotion
d) includes spam
e) allows access, download or transmission of any kind of sexual and violent material
f) allows access, download or transmission of any kind of material that violates national Laws and Regulations
g) promotes organized political or religious activity or proselytizing
h) includes photographs, images or any other material relevant to the above mentioned categories

Posting repeatedly such inappropriate material and/or illegal information leads to the prohibition of participation in the Library's Social Media sites.