



Social Media Policy:

The New Hampshire Library Association's ("NHLA's) Social Media Committee ("Social Media Committee") shall use social media tools and platforms to communicate the services, programs, vision, mission, values, and work of NHLA and its members, and to promote public awareness of libraries in general. Social media platforms are defined as any websites and applications that enable users to create and share content or to participate in social networking.

Authorized NHLA Social Media Contributors

NHLA social media contributors are limited to:

- Social Media Committee chair(s)
- Social Media Committee members
- Designated social media liaisons appointed by NHLA's committees or section chairs

The Social Media Committee Chair will manage the page permissions and editorial roles, as necessary. Only the tools registered for and created by the Social Media Committee can be used to create content and manage NHLA and NHLA's committees' or sections' social media accounts.

An inventory of accounts and login information will be updated annually by the Social Media Committee Chair. In addition to the Social Media Committee, others may have access to the login information or be made administrators (as applicable) to serve as a backup.

Copy & Writing Requirements

When making posts, sharing content, and/or responding to comments, messages, or communications via social media, NHLA (including NHLA Committees and Sections) will adhere to the following guidelines:

- Publish content using an engaging, professional tone and copy that is suitable to the audience and individual platforms.
- Use "the royal we" unless the post is from a specific person, in which case that person will identify themselves, i.e., "I am the new social media coordinator and I welcome your feedback. –Scott Campbell."
- Follow best practices pertaining to accessibility, metadata descriptions, style, and color.

- Not use language, memes, gifs, etc., 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 NHLA 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 NHLA.
- 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

Use common sense – remember that professional, straightforward, respectful and appropriate communication is best. Individual(s) and/or account(s) responsible for posts which fall outside above-mentioned Copy and Writing Requirements may be subject to removal and/or reporting.

Queries & Escalation Management

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

- How quickly and easily a query can be resolved or the requested information provided
- If the query is best answered by another committee and/or section
- If the query involves confidential and/or sensitive information
- If the query is a publicity requests, vendor, or contract inquiry
- If the query is suitable for the social media

In the event of an escalating situation or challenging interaction that directly involves NHLA, its committees or sections, authorized social media contributors are directed to disengage and contact the Social Media Committee Chair as quickly as possible. The Social Media Committee Chair will advise on NHLA's response and/or handle the situation directly. In the absence of a Social Media Committee Chair, authorized social media contributors will notify and elevate the issue to the attention of NHLA's President and/or NHLA's Executive Board.

Sharing Content and Cross Promotion

The Social Media Committee will consider sharing and/or cross-promoting content that supports the broader work and interests of our library community by local organizations, partners, members and entities with which its values, mission, and/or purpose aligns. NHLA may

“retweet,” “mention,” “link,” or “share” content directly by its members and third-party organizations if the content:

- Advances conversation and thinking within the library profession;
- Aligns with NHLA’s work, core values, and efforts;
- Assists members in achieving their professional or organizational goals;
- Spotlights the talent, contributions, or work of New Hampshire library workers; and/or
- Supports NHLA’s advocacy efforts.

NHLA’s “retweet,” “mention,” “link,” or “share” from an organization or member’s account does not constitute an overall endorsement of that organization or individual and/or account. NHLA will make reasonable efforts to ensure that boosted content is in the spirit of advancing respectful dialogue and decorum online.

Sharing Content on Behalf of the Social Media Committee & Authorized Contributor's Personal Accounts

Should an authorized social media contributor use their personal account to share NHLA content on behalf of NHLA, they are required to refer queries to NHLA’s official accounts and not to conduct any NHLA work through their personal accounts.

Likes/Followers

A “follow,” “page like,” or “subscription” by NHLA is intended to indicate an affiliation, partnership, and/or overlapping interest, not a blanket endorsement of the content posted by the account. NHLA will “follow,” “page like,” or “subscribe” to accounts that have no restrictions on following and are open to all follower requests. The Social Media Committee will honor requests by accounts and individuals that would like to be removed from NHLA’s follower lists.

Disclaimer

NHLA 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 NHLA on social media platforms, each user agrees to abide by the NHLA’s policies and all applicable federal, state, and local laws.

Adapted with gratitude from the Massachusetts Library Association’s policy.

Approved by the NHLA membership on December 21, 2023.