

## Montana State Library Facebook procedures

**Purpose:** The Montana State Library (MSL) is committed to using current social media. Use of Facebook meets a critical business need by providing a venue for shared information resources with our patrons and partners and by providing a means for meaningful two-way communication between patrons, other library users and library staff. This policy governs staff use of Facebook for professional purposes.

**Scope:** Appropriate use of the Internet by MSL staff is governed by the MSL Internet Services policy. Use of social media is governed by the MSL Social Media – Staff and Users policies. These procedures augment those policies. Facebook (<http://facebook.com>) is a form of social media that, as managed by MSL, provides an online place to create and disseminate information on relevant library content and topics. Facebook may be used to educate, discuss, build bodies of knowledge and/or to entertain or enlighten.

**Page Administration:** Facebook page administrators should include staff determined by their supervisors to be content contributors, the program supervisor, the Communications and Marketing Coordinator, the Chief Information Officer and the State Librarian.

**Page content:** All Facebook pages must contain a Use Guidelines tab that contains the State Library Social Media User Policy and disclaimer. Pages may also include photos, maps, likes and other appropriate tabs.

Pages should include appropriate cover photos and images that reflect the nature of the content of the program that manages the Facebook page.

Posts and comments made on Facebook do not serve as official communication of the State Library. The following disclaimer will be linked from all MSL blogs and wikis that MSL staff author or contribute to.

*Facebook posts and/or comments do not represent official Montana State Library communications. Any links to external Internet sites do not constitute the Library's endorsement of the content of the sites or of their policies or products.*

**Staff support and communication:** Facebook is intended to augment and, in some cases, replace existing forms of communication with our patrons and partners. Because of the popularity of Facebook, it is an effective way to engage with the communities we serve. Staff should look for opportunities to use Facebook as an effective and efficient communication tool and must be committed to maintaining current content and to reviewing and responding to comments. Staff designated as content contributors should strive to post to Facebook at least once per week. If this level of frequency cannot be met, program supervisors should look for alternative means of developing content.

Content on Facebook can be used in conjunction with the State Library's content management system but should not be seen as a replacement for the kinds of persistent and detailed information found on our website. For example, it is possible for the What's New section of the website to pull directly from Facebook. Similarly, Facebook events may coordinate with the State Library events calendar and staff may choose to announce new content and web updates via Facebook.

**Appropriate content:** MSL Staff is encouraged to use Facebook to communicate with our patrons and partners. Facebook pages are designed to facilitate outreach to specific target audiences through the use of specific content posts. Tone of posts should be professional, friendly and conversational. Posts should be short and digestible. Examples of appropriate content include but are not limited to:

- Notices of upcoming meetings and events
- Content of all press releases
- Policies and procedures
- Information services, trends or technology
- Communication between staff and the public regarding MSL work and/or projects
- Frequently asked questions
- Training and continuing education opportunities
- Content from or promoting the use of MSL collections
- Shared posts from “liked” pages

**Photos:** Photos are an important element of Facebook content. Staff is encouraged to share relevant photos. Staff wishing to share photos via Facebook that include persons’ faces must first give those persons the opportunity to opt out if people do not want their photos shared. For example, meeting attendees should be given the option to opt-out by checking a “Do not post” option presented on a meeting sign-in sheet. Photos of minors are not allowed without written consent of the minors’ legal guardians.

**Post Calendar:** Staff is encouraged to use the State Library marketing calendar to plan future Facebook posts to ease the burden of developing new content. The calendar should include regular meetings and events, important activities from the communities we serve, holidays and historic dates, etc. Content may be aligned with this calendar.

Staff is also encouraged to use the Schedule Post option within Facebook in order to make it easier to post content around other work obligations.

**Inappropriate content:** Staff will not share personally identifiable information and/or patron information that is protected by library confidentiality. Additionally, staff will not share information that was collected with the assumption of confidentiality, proprietary information or information that is restricted by copyright, privacy, 3rd party licenses or other restrictions without proper permission and/or attribution. Staff will not share information that is prohibited as state employees including posts that can be construed as lobbying.

**Liked pages:** It is appropriate for Facebook pages administrators to “like” pages of a similar nature that support the content and communication goals of MSL Facebook pages. Such pages can be efficient sources of information to “share” via MSL Facebook pages. Decisions regarding appropriate content also apply to decisions regarding whether or not to like a page and whether or not to share content from a liked page. All MSL pages should “like” the main Montana State Library page. Other MSL managed pages should like each other if deemed appropriate to the given audience.

**Posts on other Facebook pages:** Subject to the individual use guidelines for other pages, it is appropriate for content creators to share relevant content on Facebook pages other than those managed by MSL. The guidelines for appropriate content on MSL Facebook pages also applies to posts shared on other pages.

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**User interaction:** MSL managed Facebook sites are intended to facilitate communication. Comments, posts and messages are welcome (see settings requirements below). MSL reserves the right to monitor content before it is published on all of its Facebook sites and accounts, and to modify or remove any messages or postings that it deems, in its sole discretion, to be abusive, defamatory, in violation of copyright, trademark right or other intellectual property right of any third party, or otherwise inappropriate for the service. Examples of content that will be removed by site authors or administrators include but are not limited to:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Copyrighted or plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions or spam

Staff will reply to comments in a timely manner when a response is deemed appropriate based on the professional judgement of MSL staff. Certain comments that warrant official follow-up will be reviewed on a case-by-case basis and will be responded to by the State Librarian or designee.

**Personal vs. Professional Accounts:** Staff who is authorized content contributors to MSL Facebook pages should make posts as the MSL page rather than through their personal Facebook accounts. This requirement is intended to separate personal and work-related content and to prevent any unintended content from being posted.

Note, personal Facebook accounts may still be used by staff when using Facebook as an internal communication tool rather than as a form of public communication.

**Privacy and retention:** Content of MSL Facebook pages are an effective form of communication but should not be misconstrued as private even if limited to a specific audience. Like email, posts to Facebook may constitute agency records. MSL will follow guidance from state Records Management regarding retention of social media content. Following open records laws, upon request, MSL may turn over the contents of Facebook pages.

**Page information:** The Facebook page web address should reflect the fact that pages are managed by the State Library both to help brand the pages and to help search engines like Google return Facebook pages from the State Library in the most effective manner. Web addresses should be formatted as follows:

[http://facebook.com/MontanaStateLibrary.\(pagename\)](http://facebook.com/MontanaStateLibrary.(pagename))

Examples:

<http://facebook.com/MontanaStateLibrary>

<http://facebook.com/MontanaStateLibrary.NRIS>

**Page settings:**

Page Visibility:	Page published
Posting Ability:	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline
Post Visibility:	Posts by others appear on my Page timeline
Post Targeting and Privacy:	Privacy control for posts is turned off
Messages:	People can contact my Page privately
Tagging Ability:	Other people can tag photos posted on my Page
Notifications:	On Facebook and Email
Country Restrictions:	Page is visible to everyone
Age Restrictions:	Page is shown to everyone
Page Moderations:	No words are blocked from the Page
Profanity Filter:	Set to medium
Similar Page Suggestions:	Choose whether your Page is recommended to others (checked)
Replies:	Comment replies are turned on for your Page