

Staying Free from “Corporate Marketing Machines”: Library Policy for Web 2.0 Tools

Marketing Libraries in a Web 2.0 World

Sponsor: IFLA Management and Marketing Section

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Fired for Social Media Use?

- ProofPoint survey of companies with 1,000 or more employees
 - 8% fired someone for behavior on a social media site
 - 15% disciplined an employee for violating multimedia sharing / posting policies
 - 13% investigated an exposure event involving mobile or Web-based short message services (e.g. Twitter)
 - 17% disciplined an employee for violating blog or message board policies

Source: <http://mashable.com/2009/08/10/social-media-misuse/>

What is reasonable in libraries?



<http://www.deusexmalcontent.com/2008/08/rule-of-flaw.html>

- Librarians operate under a code of ethics, as professionals
 - Yet, not all is obvious about limits in new environments
 - To help
 - Protect and support libraries
 - Protect and support parent institutions
 - Empower librarians
- ... we suggest creating a library policy for social media interactions

facebook and marketing

People on Facebook

- More than 500 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

Activity on Facebook

- There are over 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

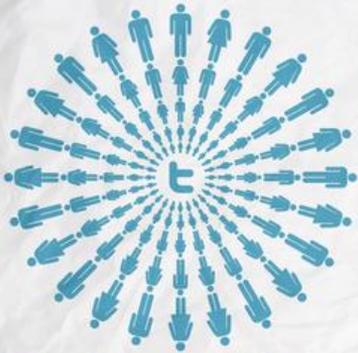
<http://www.facebook.com/press/info.php?statistics>

The screenshot shows the IKEA USA Facebook page. At the top, there's a search bar and navigation tabs for 'Mur', 'Infos', 'Photos', 'Encarts', 'Articles', and 'Évènements'. A large red banner with white text reads 'NEW LOWER PRICE' with the IKEA logo below it. Below the banner, there's a section for 'Ikea USA - OFFICIAL FACEBOOK PAGE' with the website URL 'http://www.IKEA-USA.com/'. There are also sections for '1 ami aime ça.' (Amy Jean Kearns) and '96 688 personnes aiment ça.' (96,688 people like this). On the right side, there are two promotional posts. The first one is for 'Ikea Friday, July 23 - Sunday, July 25. KIDS EAT FREE! Only IKEA Stores. No adult purchase necessary. Choose any three kid-sized items a meal. Kids under 12 only. \$2.49 value. Store participation varies.' The second one is for 'Ikea Monday, July 5 - Friday, July 23. Buy one Buffalo Chicken Wrap (wrap, chips and soda) and get one FREE! \$5.79 value. Only IKEA US. See IKEA US store for details.'

<http://www.facebook.com/IKEAUSA>

twitter and marketing

Twitter on Paper



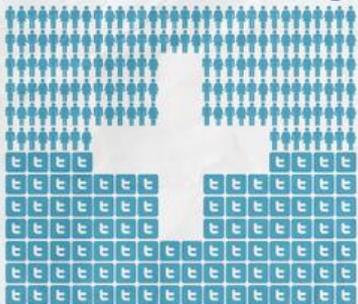
Ev Williams, Twitter's co-founder revealed interesting facts about Twitter at Chirp: The Twitter Developer Conference. April 2010

Twitter receives
180 Million



Twitter has
105,779,710
registered users

It gets **300,000**
new users a day

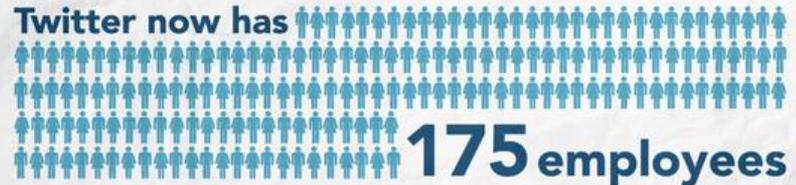


75% of traffic
comes from outside of



Twitter.com

<http://blog.hubspot.com/blog/tabid/6307/bid/6050/The-Ultimate-List-100-Twitter-Statistics.aspx>

Twitter now has  **175** employees

600
million
search queries a day



37% of users
update their status
through a mobile phone

Design: Gerardo Obieta | Twitter: G_Obieta

twitter and marketing, cont.



Starbucks

<http://twitter.com/starbucks>

Verified Account

Name Starbucks Coffee

Location Seattle, WA

Web <http://www.starbu...>

Bio Freshly brewed tweets from Brad at Starbucks in Seattle, WA.

81,654 **962,805** **13,059**
following followers listed

Tweets **5,563**

Favorites

Lists

@Starbucks/
healthandwellness

@Starbucks/friends

@Starbucks/accounts

FOR BUSINESS

Back to Twitter.com

twitter 101

A special guide



- What is Twitter
- Getting started
- Learn the lingo
- Best practices
- Case studies

Every day, millions of people use Twitter to create, discover and share ideas with others. Now, people are turning to Twitter as an effective way to reach out to businesses, too. From local stores to big brands, and from brick-and-mortar to internet-based or service sector, people are finding great value in the connections they make with businesses on Twitter.

<http://business.twitter.com/twitter101/>

Who's buying in?

What kind of organizations have an interest in a strong social media presence?



A screenshot of a Facebook post. The post is from "The Library of Congress" and is titled "How Tweet It Is!: Library Acquires Entire Twitter Archive". The post text says: "Have you ever sent out a 'tweet' on the popular Twitter social media service? Congratulations: Your 140 characters or less will now be housed in the Library of Congress. That's right. Every public tweet, ever, since Twitter's inception in March 2006, will be archived digitally at the Library of Congress. That's a LOT of tweets, by the way: Twitter processes more than 50 million tweets every day, with the total numbering in the billions." The post is dated "mercredi 14 avril 2010, à 13:02". There are blue circles highlighting the post title and the text "on the first day of filming." in the background.

A screenshot of a RefWorks browser interface. It shows a search bar with "Rechercher" and a magnifying glass icon. Below the search bar, there are options for "Articles de The Library of Congress" and "Partager". There are also buttons for "Dans cet article" and "Personne.". At the bottom, there are links for "Citer", "Visualiser", "Veve", and "Marielle".



**Satellite Meeting:
Marketing Libraries
in a Web 2.0 World**

A screenshot of a Twitter post. The post is from "CAPAColumbus" and is titled "While much of this is documented, there is speculation that some events were, if not made up, at least spun in such a way to add to the movie's publicity." The post is dated "on the first day of filming." Below the post, there are social media links for "Find us on Facebook" (facebook.com/CAPAColumbus) and "twitter" (twitter.com/CAPAColumbus). There are also blue circles highlighting the text "on the first day of filming." and the social media links.

Librarians as social creatures?

- Conscious of the professional need to acquire
 - 21st century skills (<http://www.p21.org/>)
 - Social networking literacy skills [1]
- May already be using some social media
- Know that patrons are interested in social media
- Are interested in trying things that are free.

YES!

But,

- Find themselves mixing personal and professional when putting these skills to work in social media environments
 - Confusing blurring of boundaries [2]
 - Problems can arise, as mentioned in the beginning of the presentation

[1] Murphy, J. & Moulaison, H. (2009). Social networking literacy competencies for librarians: Exploring considerations and engaging participation. In D. M. Mueller (Ed.), *Pushing the edge: Explore, extend, engage: Proceedings of the Fourteenth National Conference of the Association of College and Research Libraries*, March 12-15, 2009, Seattle, Washington. (pp. 328-330). Chicago: Association of College and Research Libraries.

[2] Farkas, Meredith. (2009). Governing social media: Protect your library's brand online. *American Libraries*, p. 35.

Librarians as policy creators?

- Informal Web search in French and English for social media policy or guidelines in libraries
 - Policy documents tend to explain what patrons can and cannot do
 - No guidelines or policy documents for librarians were discovered
- The professional literature is cognizant of the problem
 - some short articles for practitioners are suggesting general guidelines
 - no policy considerations, etc. have been put forth
 - No studies have been done (need studies!)
- Much of the library literature is interested in best practices for social media

NOT REALLY.

FORTUNATELY
Other resources can be consulted in the search for documents that will be of use to librarians

SocialMediaGovernance.com's Policy Database

- Devoted to social media policy worldwide
- Contains 46 policies from Governmental and non-profit organizations
 - 28 policies reviewed
 - Others focused solely on blogs or wikis or were written for public use of sites
 - Policies varied from 1 page to 80+ pages

SocialMediaGovernance.com's Policy Database, cont.

- Branding, disclosers, disclaimers (26 of 28 policies included this)
 - Organizational colors, logos, etc.
 - Disclosure of name, job title
 - Inclusion of contact information
 - Encourage/Require links back to official Web site

SocialMediaGovernance.com's Policy Database, cont.

- Professionalism/Demeanor (23 of 28)
 - Be respectful
 - Don't undermine credibility/reputation (NPR)
- Interacting with public (19 of 28)
 - Be courteous; truthful
 - Moderation of comments
 - “Friending” people

SocialMediaGovernance.com's Policy Database, cont.

- Content of Postings (19 of 28)
 - Keep on topic (e.g. no personal postings)
 - Accurate / Admit mistakes
 - Only disclose information you are authorized to disclose
 - Politically neutral (mostly government policies)
- Legal Concerns / Requirements (19 of 28)
 - Intellectual property; copyright
 - Privacy
 - Record retention

SocialMediaGovernance.com's Policy Database, cont.

- Approval Process (18 of 28)
 - Who needs to approve new social media uses
 - Central communications / PR department
 - Department Head / Manager
 - Who can create / Maintain social media
- Personal use (15 of 28)
 - May be appropriate
 - Use of staff time and equipment
 - Discloser of affiliation
 - Code of conduct still applies



SocialMediaGovernance.com's Policy Database, cont.

- Align with Organization Mission and Goals (14 of 28)
 - Longer policies discussed methods
 - “Have a Plan” (Ball State University)
- Best Practices (11 of 28)
 - Some policies included this information
 - Know your audience
 - Information is permanent on the Internet



SocialMediaGovernance.com's Policy Database, cont.

- Evaluation of Social Media (10 of 28)
 - Need to evaluate
 - Plan how evaluation will done early on
- Training (6 of 28)
 - How to get training (and who will provide it)
 - Training requirements



Framework for putting social media into play in libraries: Policy

- Libraries can take inspiration from observed policy pertaining to social media
- Three elements identified
 - Management
 - Creation
 - Use
- Social media policy in libraries should focus on
 - Positive aspects of social media use
 - Management of presence (as opposed to creation and use)
- Observed points used as *cornerstones* to the sections in the creation of a library policy
 - Library-specific recommendations for each will follow
 - Individual libraries will need to adapt these recommendations

Library Policy Element: Management of social media

Management = Administrative aspects of maintaining a social media presence

Recommendations

- “Determine Your Objective” [1]
 - What does it mean to your library to have a successful social media presence?
- *Align social media presence with organizational mission and goals* Define the role of new media and social media, tying them in to the goals of the institution
 - Create, as necessary, a set of goals for the use of each social media site
 - Ensure that enough staff-hours can be devoted to the account’s maintenance once it is in place
 - Ensure that the account will be deleted or turned off instead of abandoned if not successful

[1] Lauby, S. (2010). HOW TO: Implement a Social Media Business Strategy. Mashable.com.
<http://mashable.com/2009/12/28/social-media-business-strategy/> ¶4.

Library Policy Element: Management of social media, cont.

Recommendations II

- *Approval process of social media use (including who and why)* Specify which employee(s) / team(s) will have new social media responsibilities
 - Direct creation and use of social media accounts, including maintenance
 - Establish social media procedures
 - Handing off responsibilities to another employee
 - Permanently due to personnel changes
 - Temporarily due to leave, vacation, etc.
 - Changing platforms or social media sites
- “Create a tactical road map ”^[1]
 - Move from beta to production

[1] Smithsonian Institution. http://smithsonian-webstrategy.wikispaces.com/file/view/20090729_Smithsonian-Web-New-Media-Strategy_v1.0.pdf (accessed July 14, 2010)

Library Policy Element: Management of social media, cont.

Recommendations III

- *Training* Determine education needed to support new media use
 - Provide information literacy instruction in new media for patrons as part of a 21st century skill set
 - Conduct workshops on social media for peer librarians
 - Currently in use by the library
 - Of potential interest to the library
- *Evaluation of social media presence* Evaluate the use of social media in the library
 - Timeframe for evaluations (after 6 months? One year?)
 - Request employee, systems, and patron assessment of social media use and usefulness
 - Establish the return on investment (ROI)
 - By community served (Only homework help?)
 - By point in time (Posts only in summer? Only late at night?)
 - Compared to other uses of staff time (Is it better to create more interactive library Web pages?)

Library Policy Element: Management (Legal concerns)

Recommendations IV

- *Legal concerns (include record retention, copyright, and privacy laws)* Include information about any applicable laws or regulations
 - Intellectual property; Copyright
 - Privacy laws
 - Record retention laws
- *Personal Use of Social Media* From staff with personal accounts
 - If not addressed elsewhere may be appropriate to include
 - Use of library time and resources for personal social media use



Library Policy Element: Creation of social media

Creation = One-time creation; documentation of account information

Recommendations

- *Branding, disclosure, and disclaimers* Specify who may and under what circumstances
 - Create accounts in the library's name
 - Specify naming conventions for account names [\[1\]](#)
- Specify where/by whom
 - Documentation for the account is to be maintained
 - Social media website's URL
 - Account login and password
 - Total staff hours researching creation and creating the account will be logged for future evaluation

[\[1\]](#) Murphy, Joe. (2008). Presentation in Designing User Centered Information Systems. School of Communication and Information, Rutgers University.

Library Policy Element: Uses of social media

Uses = Regular maintenance of library's social media presence

Recommendations

- *Content (type of content to post or not to post)* Identify services, collections, news, information, etc. that may be advertised/marketed
 - Indicate information that should consistently be included (information about changes to opening hours, etc.)
 - Indicate information that is not appropriate (i.e. personnel changes, personal news from staff, etc.)
 - Consider how patron privacy can be maintained when necessary

« *Many people enjoy social media communities simply because they are free from corporate marketing machines. Our goal is to offer value in these spaces rather than to offer our marketing solicitations.* » [1]

[1] American Red Cross. Should I use social media platforms to fundraise?
http://docs.google.com/View?docid=df4n5v7k_216q5jdd7c8&hgd=1

Library Policy Element: Uses of social media, cont.

Recommendations II

- *Best practices (including knowing your audience)* Indicate expectations about
 - *Guidelines about interacting with the public (including moderating comments)* Politeness/tone/level of formality
 - *Professionalism and demeanor* Use of abbreviations or web conventions for spelling
 - Personal disclosures including giving names, locations, etc.
 - Speed of responses to direct questions
 - Importance in relation to other library services (less important than phone queries, but more important than email questions?)
 - Instances where employees use their own judgment in responding to difficult or challenging posts, and the spirit informing that judgment
 - Provide a link to guidelines

Final thoughts: Chivalry is not dead

- Embrace doing good deeds
 - Adhere to a professional code of ethics
 - Help damsels (and fellows) in distress
 - Contribute to the betterment of society
- Be prepared
 - Know whom you serve
 - Understand your mission
 - Be nimble and able to react
 - Have protective armor
 - Know when it is expected that you will use a sword



Official social media policies for libraries can help libraries stop using social media experimentally and to begin using it in a way that is respectful of our users, our employees, and our mission, as the potentially powerful tool that is it.

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<http://users.elite.net/runner/jennifers/thankyou.htm>