**Mabee Library Digital Mission Statement**

The Washburn University Libraries are teaching libraries, dedicated to open access and the provision of virtual environments that encourage exploration, discovery and community.

**Mabee Library Social Media Policy**

Official Mabee Library & Student Success social media accounts must be set up and overseen by the Digital Media Specialist who will assign and oversee responsible Administrators for accounts to which they have been assigned.

Digital content (video, photos, audio recordings, etc.) must be routed through one of the official Mabee Library or Student Success accounts. Should a content creator post duplicate content to their personal/academic site, Students, staff, and faculty should be directed to the official WU outlets first in order to maintain our social media outlets as the primary source of information through a streamlined digital presence.


Do not include confidential information about the University, staff, or students, knowingly provide misleading information, or represent personal opinions as being endorsed by WU or any of its organizations.

Social Media best practices should be considered.

Check for spelling errors, verify information and use URL shortening when needed to stay under character limits.

Respond to posts-- even negative ones, remain conversational, informal & respectful and encourage involvement & interaction.

The frequency of updates depends on the content and conversation. Aim for 2-3 times a week minimum. Multiple posts per day are acceptable if there is relevant information to be shared and not just for the sake of posting. Make sure that each update has valuable information and is not meaningless as this can drive followers away.

Monitor each account frequently to keep up with activity and remove spam in a timely manner and share content across other social networks but refrain from blanket posts and spam.

Facebook sites created on behalf of the University must be created as “Facebook Pages” rather than groups or personal profiles. A Facebook Page is a profile used by an entity (i.e. a non- individual) for business purposes. Such pages may only be created by authorized representatives of the University.
Keep in mind when accounts are set up and in use that you are agreeing to the terms and conditions of each social media service.

Consider everything you post online as published material that will remain online forever.

**Account Administrator Responsibilities**

Authorized Page Administrators must maintain the security of account passwords and identification. These individuals are fully responsible for all use of the account and any actions that take place using the account.

Administrators are responsible for managing and monitoring content of their social media accounts and are responsible for removing content found to be inappropriate, offensive, injurious & illegal and violates intellectual property rights or privacy laws. They should also refrain from posting such content.

Administrators are fully responsible for what they post to social media sites and are expected to adhere to the same standards of conduct online as in the workplace. Laws & Policies respecting contracting & conflict of interest, as well as for interacting with students, parents, alumni, donors, media & all other University constituents apply online and in the social media context just as in personal interaction.

Administrators must own or have rights necessary to use posted content or use that is permitted by fair use and include citations or links to original material when applicable.

**Resources**


Twitter terms & conditions [http://twitter.com/tos](http://twitter.com/tos)


YouTube privacy policy [http://www.youtube.com/t/privacy](http://www.youtube.com/t/privacy)

YouTube handbook [http://www.youtube.com/t/yt_handbook_home](http://www.youtube.com/t/yt_handbook_home)


WU Visual Identity & Licensing Guidelines in the On Campus Logo Manual—available via e-mail