

WKU Libraries Social Media Charge and Best Practices

Revised 3.9.2017b

Social media are websites and applications that enable users to create and share content and/or to participate in social networking.

Goals

The social media committee will uphold the mission and vision of WKU Libraries by using social media to:

- Increase awareness of the Libraries by disseminating information about events, services, collections, and other library resources;
- Generate excitement about WKU Libraries and improve interaction with our stakeholders; and
- Foster a sense of community and goodwill within the WKU Libraries and between WKU Libraries and stakeholders.

Social Media Committee Membership

The social media committee consists of representatives from all library departments, the library systems office (IT), and consults with the Library Leadership Council.

Administration

The social media committee serves as the primary administrator for current and relevant social media platforms. All content will be within regulated guidelines and best practices of the University Communication and Branding Manual, pages 28-32 (http://wku.edu/marketingandcommunications/documents/communication_branding_manual.pdf).

Specifically, the content provided on all platforms will adhere to the following:

- Compliance with the policies and procedures of WKU and applicable federal, state, and local laws and regulations, including ADA and FERPA;
- Zero tolerance for cyber bullying; and
- Promoting the best interests of WKU and WKU Libraries.

Measurement Outcomes

Measures of engagement include:

- Numbers of followers;
- Likes, shares, retweets, and other method for “followers” to demonstrate engagement;
- Engagement statistics provided by analytical tools; and
- Surveys or anecdotal evidence revealing increased attendance at events or use of library services due to social media.

Approved by Library Leadership Council and Dean Connie Foster on May 8, 2017