



## PROCEDURE

SECTION: 11.4.a

SUBJECT: SOCIAL MEDIA

Social Media**Facebook**

The Richmond Public Library (RPL) Facebook page is located at [www.facebook.com/RichmondPublicLibrary](http://www.facebook.com/RichmondPublicLibrary)

The RPL Facebook page should help the Library reach its overall mission by providing an outlet for promotion and user feedback, as well as a method for providing services to the community. In order to ensure Library page fans receive all relevant news, there may only be one official Facebook page for Richmond Public Library, and all official Library postings should appear on this page. This is the Facebook page to which staff should refer library users.

One staff member will be designated as the primary Facebook page administrator. The administrator may then grant administrative privileges to other staff upon request. More than one Facebook page administrator may be chosen, but all must be able to display advanced competencies in using the service. Limiting the number of Facebook administrators will ensure quality control, appropriate timing of posts, and will eliminate repetitive tasks among staff members.

The primary Facebook page administrator will create a Richmond Public Library page on her/his personal Facebook page. Access to the Library's Facebook page will be through selecting the option to "use Facebook as Richmond Public Library." Other staff who have been given administrator privileges will be able to access the Library Facebook page by logging on with their personal Facebook page username and password.

RPL hopes that personnel will feel interested and invested in the Library's social media presence. All staff members are encouraged to send suggestions for Facebook page content to the Facebook page administrator. If a staff member wants to highlight a particular event or service, they should contact the page administrator in order to ensure it is posted. Staff members are also encouraged to submit book and film recommendations, photographs from events or "library life," and special content ideas.

Library staff are welcome to post and comment on the RPL Facebook page using their personal accounts, but events should first be posted using the page administrator's account to ensure that promotions are seen by all RPL page fans.

**Richmond Public Library Blog**

The RPL Blog is an outlet for sharing exciting news and resources with the public. It allows staff members to express their individual voices and add some personality to the online content produced by RPL. It is also an excellent way to offer reader's advisory. All staff members are welcome to create content for the blog. Blog entries should be typed in a Word file and submitted to the blog administrator. If the staff member wants to include images in the post, they must add the image URL(s) or an attached digital copy of the image to their word file.

One staff member will be designated as the Library's blog administrator.



The blog administrator is responsible for filtering user comments that do not comply with the Social Media Policy. The administrator must review comments before they are posted publicly.

Managing the blog's appearance and applications or widgets is also the responsibility of the blog administrator.

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Approved: February 2012