

SLA Georgia Chapter Social Media Policy

Purpose

To engage with SLA Georgia Chapter members and to build bridges throughout our information professional community.

Goals

1. Engage Members Statewide. The size of the Atlanta metropolitan area can make in-person connections difficult. Social media tools will be used to bridge geographical distance, to support chapter engagement, and to foster member connections. Our focus: connecting to members both inside and outside the Atlanta area.
2. Supplement the Annual Conference. The annual conference is held once a year. As we all know, travel and conference costs are a factor for member attendance. Because of the costs and time off work required for members' attendance, the board believes it is important to leverage social media in order to foster ongoing communication year-round; and to share information and news from the conference as well as the information professional field with the SLA Georgia community.
3. On-Demand Access and Content. Social media will provide links to information on articles related to career advancement, developments in the world of information, technology, librarianship, and job opportunities.
4. Focus. To maximize engagement with the base, it is preferable to use a single platform as the primary source of news and resources in order to prevent stale content and asymmetry of information.

Platform Channels: SLA Georgia Chapter Board 2015 considers the following channels to be primary. This means that these are the channels we select as integral to communicating with members. (See Appendix A for full chart.)

Primary Focus: (Major attention and effort is place on these channels.)

1. Chapter Website (blog): Official communication hub and main communication for long-form information (letters from the president, etc., should succeeding presidents choose to follow this pattern.) The Chapter website serves as the public face of Chapter news and events; it is available to non-members and members alike. It also serves as the archive of record for the Chapter.
2. Facebook: Chapter presence on popular social website, which will be open to the public though only members can post/interact with the community. This will be another channel for official communication and news though we will encourage regular postings by both Georgia Chapter Communication appointees and members to promote interaction.
3. Email Listserve: Provide links and information from the blog via email to chapter member's accounts. Serves to push information to users and requires them to sign-up plus approval by the list administrator.

Secondary Focus: (Back-up or supporting channels.)

1. Twitter: Provide links to other content on the blog and also links to Facebook account. While open to the public, it will mostly repost information from the blog. Twitter is not currently active, pending a Board decision on relaunch.

SLA Georgia Chapter Social Media Policy

2. Flickr: Chapter photo for repository for photos take during chapter events and other social gatherings. A selection of referential photos should be uploaded to Facebook and Facebook should be the primary vehicle for creating conversation around the photos. [As Chapter photos grow we would recommend possibly moving away from Flickr.]
3. LinkedIn: The Chapter will maintain their private group on the popular site though most interaction will be encouraged on Facebook.

No Presence: (Maintain no active presence).

1. Google Plus: No presence nor would we recommend setting up one at this time.
2. Tumblr: No presence nor would we recommend setting up one at this time.

Content:

1. Official Communication: Chapter by-laws, letters from the board, official communications.
 - a. Platform: Website; Facebook, Twitter
2. Photos: Stored in the Flickr repository, and then a selection posted to Facebook with the appropriate metadata (who is in the photo and the context.) When a photo is selected for Facebook the poster can reach out to the member(s) in the photos to confirm they'd like to have it posted to the group Facebook page and confirm the any details about the photo's context.
 - a. Platform: Flickr, Facebook, Twitter
3. Poll: Information Ask interesting/provocative questions
 - a. Platform: Facebook
4. Member Profiles: Brief biographies about the members
 - a. Platform: Facebook, Website
5. Job Postings: Current vacancies
 - a. Platform: Listserve, Facebook, Website
6. Interest Articles: Re-post interesting related articles
 - a. Platform: Facebook, Twitter, Website
7. Event Listings: Information on upcoming Chapter events.
 - a. Platform: Website, Facebook
8. Open Forum: Posting Questions for the Community
 - a. Platform: Facebook

Tools and Systems:

A re-blog or re-post tool like IFTT can be used to repost blog posts to both Twitter and Facebook. Such tools facilitate refreshing content to multiple sites.

Review Schedule:

The Social Media policy should be reviewed every year to in order to review the most relevant tools, effectiveness of selected communication channels and suitability of use for the Chapter's community.

SLA Georgia Chapter Social Media Policy

Appendix A:

This chart represents a schematic outline for use of platforms.

Chapter Content - Type	Primary Platform	Secondary Platform
Chapter Communication		
<i>Chapter governing documents</i>	Web site	Facebook; Twitter
<i>Letters from board</i>	Web site	Facebook; Twitter
<i>Official communication such as President newsletters</i>	Web site	Facebook; Twitter
Event listings	Web site	Facebook
Interesting articles / questions	Facebook	Web site; Twitter
Job postings	Chapter email list; Website	Facebook
Member profiles	Web site	Facebook, Twitter
Open Forum: Questions to community	Facebook	Twitter
Photos	Facebook	Facebook; Flickr; Twitter
Poll / Survey	Facebook	Twitter