

## AkLA Social Media Plan

### Definition

For the purposes of this document, social media means any facility for online publication and commentary including blogs, wikis, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube.

### Objective

Social media can become an important tool for the Alaska Library Association (AkLA) to foster communication, both internally with their membership and externally with the broader community. Social media also can play a role in AkLA's marketing and advocacy efforts. The participatory nature of social media can encourage meaningful dialogue and build awareness of the challenges and opportunities facing libraries and librarianship in Alaska.

### Strategy

AkLA has maintained an informational website and wiki for a number of years in addition to an email discussion list. The organization can expand its online presence through the adoption of selected social media tools and best practices. The social media tools will not replace the traditional website, wiki, or email discussion list; rather they will provide additional venues for engaging the membership and broader community.

- 1) Recruit a small ad hoc committee of members called the "Social Media Team" to create and maintain a Facebook page and Twitter account for AkLA.
- 2) Develop best practices for posting content to Facebook and Twitter and work on integrating these services into the AkLA website. At this time the content is focused on information of interest to the AkLA membership with the scope ranging from AkLA specific items to topics of broad interest concerning libraries and librarianship.
- 3) Broaden participation in Facebook and Twitter by developing procedures and practices to allow general membership to contribute content.
- 4) Explore the use of Capwiz, a set of tools and resources to manage grassroots campaigns and deliver constituent messages to elected officials. The American Library Association (ALA) makes Capwiz available free of charge to statewide library associations like AkLA.
- 5) Incorporate Capwiz, Facebook, and Twitter into AkLA's marketing and advocacy efforts. Some of the content now becomes focused on the broader community.
- 6) Explore adoption of other tools and services to continue enhancing AkLA's web presence (e.g. Flickr, YouTube, etc).

## Best Practices for AkLA Social Media

- Be Honest – Do not post anonymously using pseudonyms or false screen names. AkLA believes in transparency and honest. Do not say anything that is dishonest, untrue, or misleading.
- Protect Privacy – Be cautious about disclosing personal details about yourself and others. What you publish will be around for a long time, so consider the content carefully.
- Respect Copyright – Show respect for the laws governing copyright and fair use. Always attribute quotes and excerpts to the original author/source. It is good general practice to link to others' work rather than reproduce it.
- Respect Audience – AkLA's membership and the public in general reflect a diverse set of customs, values, and points of view. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, etc.) but also proper consideration of privacy and topics that may be considered objectionable or inflammatory.

*Note: Some of the idea, language, and wording for the "Best Practices" section was adopted from materials generated by <http://www.policytool.net/>.*