

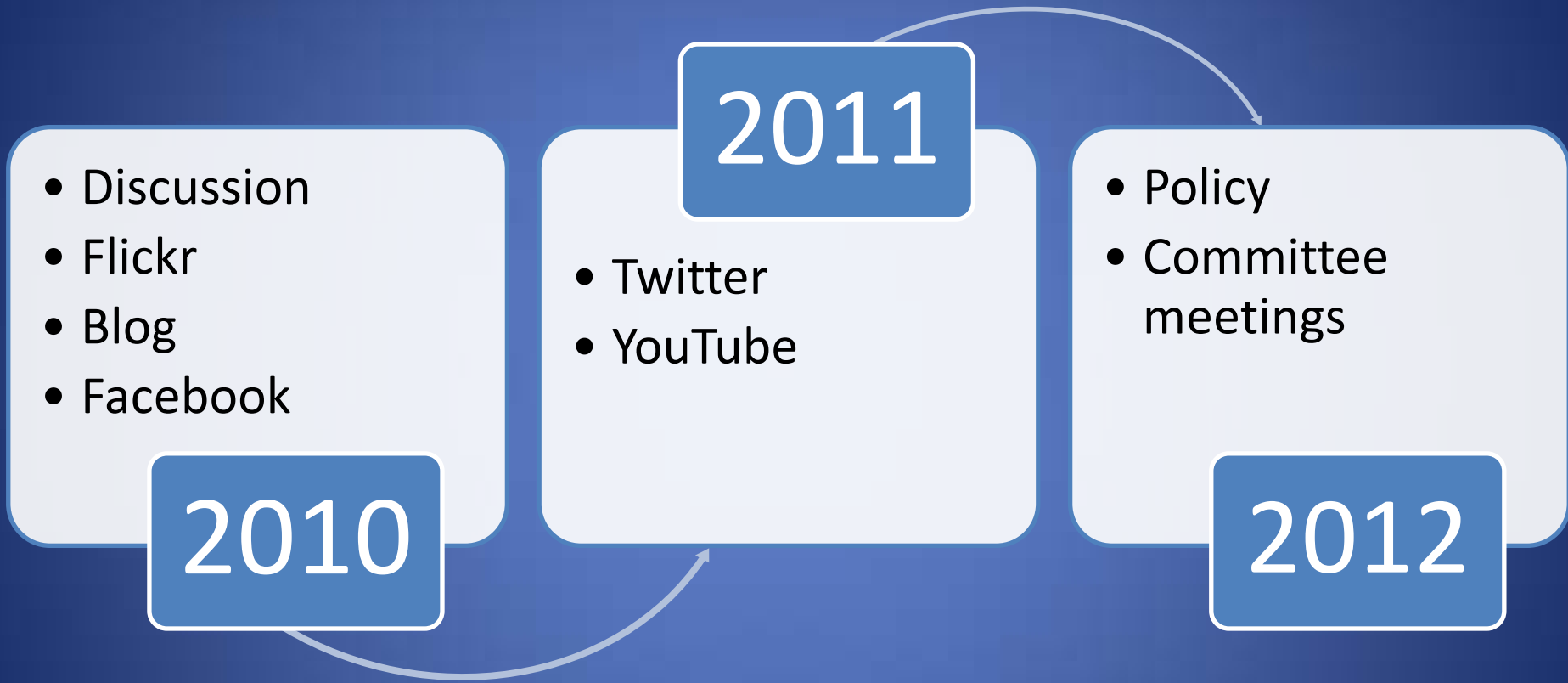


BEYOND STATUS UPDATES AND TWEETS: DEVELOPING A SOCIAL MEDIA POLICY



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The Texas Collection
Baylor University





Social Media Timeline

- Limited staff
- Limited communication
- Disconnect
- Work Demands



Floundering



Research

- Reading
- Workshops
- TLA “light bulb moment”

- Social media policies
- Draft
- Committee
- Social Media Policy



Flickr: LaMenta3. "170: Typing." Some rights reserved.



- Importance
 - Define purpose
 - Short & succinct
-

Mission Statement

“Texas Collection uses social media to highlight collections and services while providing a medium to engage users.”



Why are we using social media?



SET
A
GOAL

Flickr: Peter Rukavina. "Set a goal." Some rights reserved.

What do we hope to gain?

- Promote The Texas Collection and its holdings and establish the collection as a significant and scholarly source for research on the State of Texas;
- Increase visibility and strengthen the public image of The Texas Collection and Baylor University;



Platform

```
graph TD; Platform --> CreationDate[Creation Date]; Platform --> Audience; CreationDate --> PostFrequency[Post Frequency]; Audience --> Notes;
```

Creation
Date

Audience

Post
Frequency

Notes

Type	Twitter
Began	March 2011
Frequency Updated	Minimum: 1 time/week
Primary Audience	Anyone interested in Texas and Baylor; similar institutions, librarians, and archivists
Notes	Use hashtags when appropriate (#Baylor promoting Baylor items.) Staff members attending conferences should tweet using the conference hashtag. Tweeting may include participation in special Twitter events (i.e. “Ask Archivists Day”) and the use of a regular feature (i.e. “#findoftheday”).







Planning

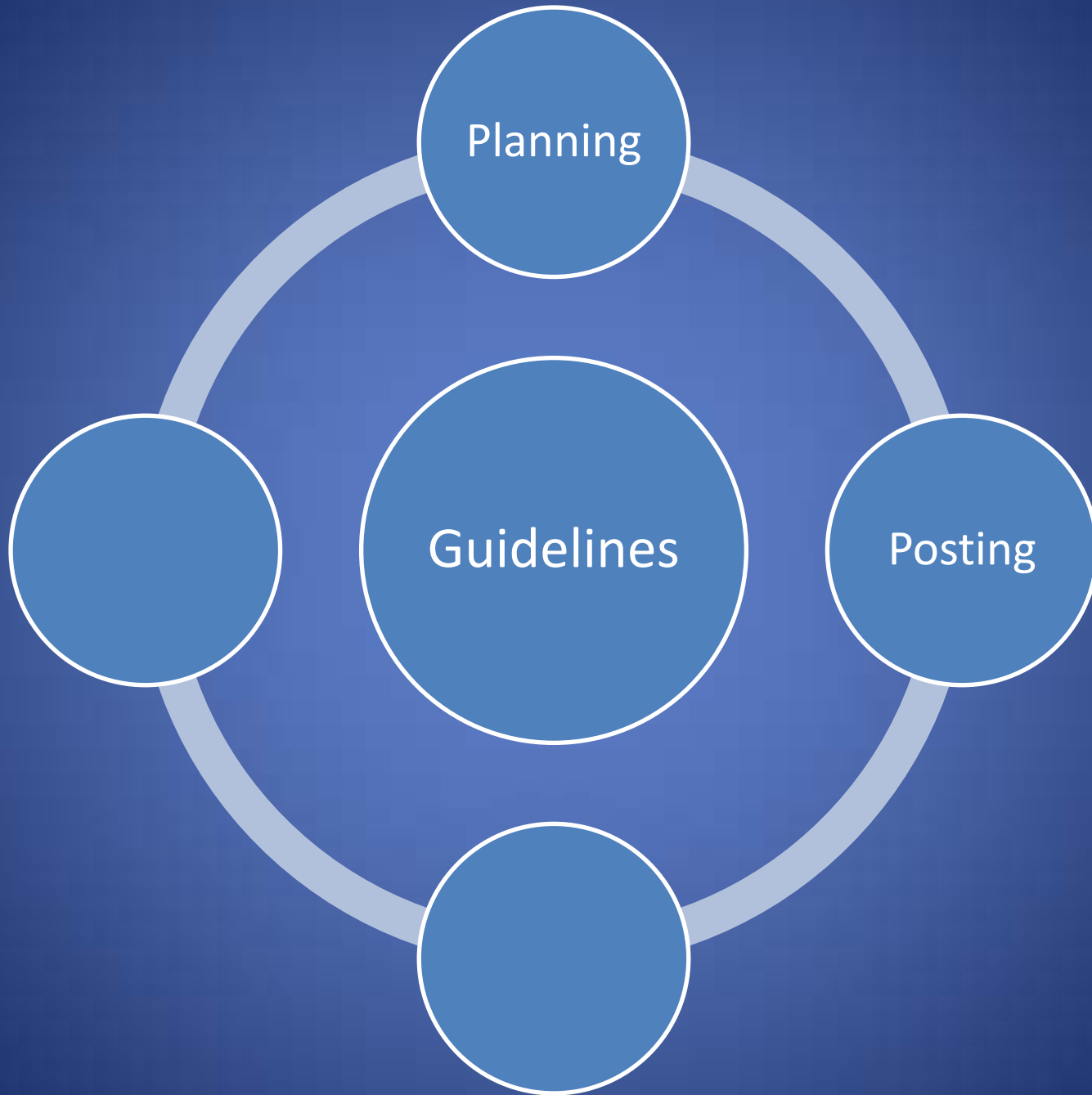
- Members
- Frequency
- Review
- Content
- Calendar
- Flexibility



Flickr: Pat Joyce. "Meeting." Some rights reserved.

Social Media Meetings

“Social media should be updated frequently. Depending on the platform, some media are updated more frequently than others. The social media team should meet several times each semester to plan accordingly for updates. Inactive accounts could provide patrons with a negative impression.”



MORAL:

NOT EVERYBODY
NEEDS TO KNOW
ABOUT **EVERYTHING**
ALL THE TIME.

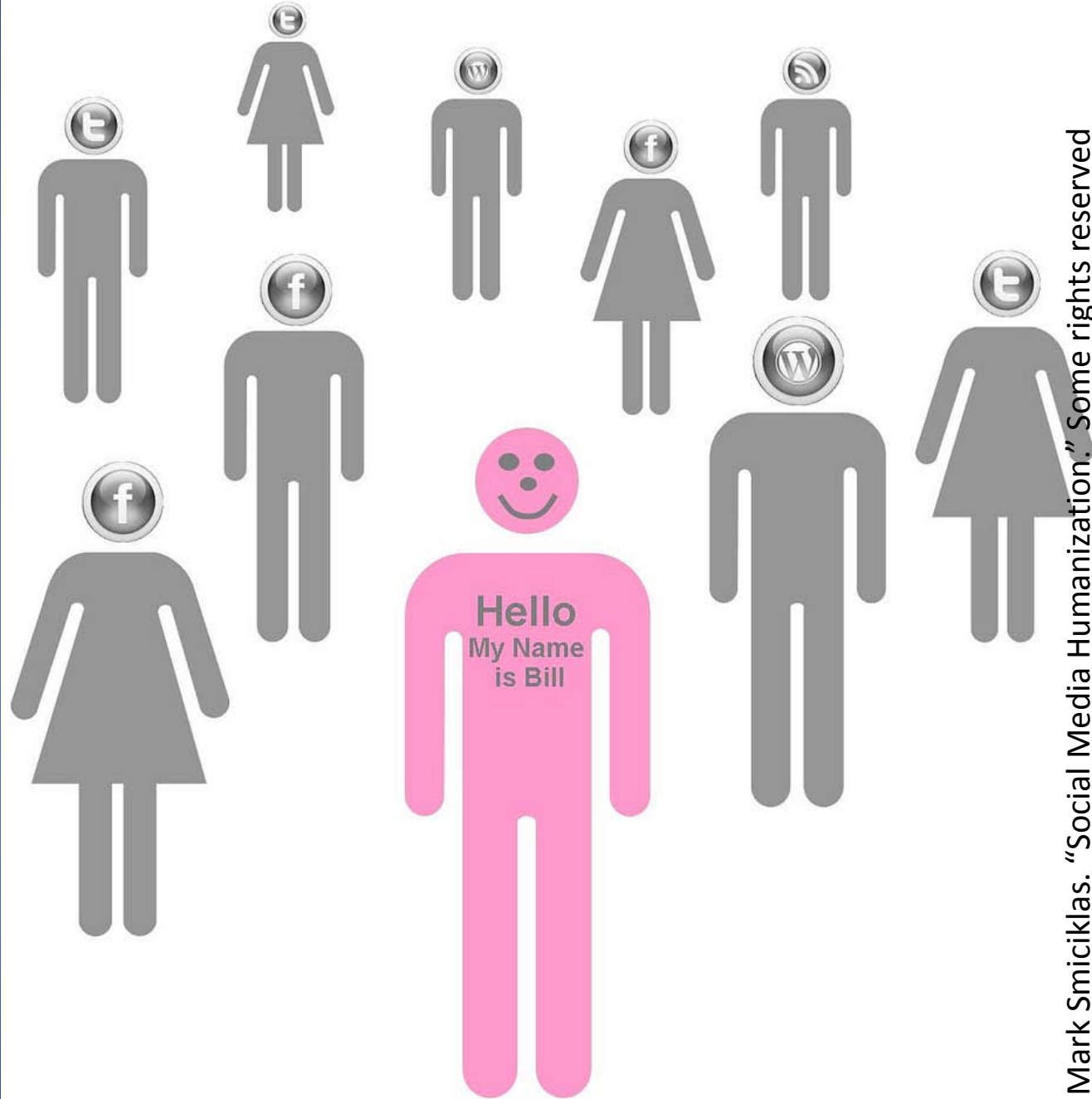
Posting

- Posts should be written in first person plural (unless indicated) to represent The Texas Collection as a whole.
- Each posting is a reflection on The Texas Collection. No inflammatory, degrading, defaming, racist, politically-leaning, etc. language should ever be used. Be sure that posts do not alienate readers. Consider how each interaction could be interpreted and adjust accordingly.
- Social media should provide a sense of community where people feel comfortable asking questions, posting content (where applicable), and connecting with the organization. Posts by staff should be friendly, positive, and engaging.
- Be sure to protect confidential and proprietary information.



What makes social media social?

Interaction



Social Media Icons: 3D Glossy Blue Orb Set - WebTreats.com

What is our responsibility?

- Monitoring
- Follow up
- Build dialogue
- Readily available
- Resolve issues



very stylish and sexy in my day - I was in hi-school and college in the 50's -- Great Years!

March 6, 2012 at 9:20am · Unlike · 1



The Texas Collection David Werner Really? Did you go to Waco High? Do any of these women look familiar to you? The photo doesn't identify any of the women, but we would love to know who they are.

March 6, 2012 at 9:21am · Like



The Texas Collection Abe Gutierrez: We agree- we love the fashions!

March 6, 2012 at 9:23am · Like



David Werner Howdy...Yes I graduated from WHS in 1955. GO TIGERS !!!! I am working on the names of the girls in the picture. They were in the 1956 class at WHS

March 6, 2012 at 9:39am · Unlike · 1



Carolyn Baker Eisen Looks like Mary Ann Sancetta 2nd from left and Mary Ann Lindley sitting in front. Recognize a couple others & trying to recall names.

March 6, 2012 at 9:54am · Unlike · 1



Carolyn Baker Eisen Maybe Carlene Evans King on left? Is that you Carlene?? Can you name others?

March 6, 2012 at 9:57am · Like



Nancy Wooden Fowler Any chance the second from left is Mary Ann Sancetta; far left Carlene Evans. The girl in the front and the one far right also look so familiar. I am truly just guessing.

March 6, 2012 at 10:18am · Unlike · 1



The Texas Collection David Werner and Carolyn Baker Eisen: Thank you so much! We appreciate any help and this helps so much. :) By the way, did you know that we have a nearly complete run of the Waco High yearbook, the Daisy Chain?

March 6, 2012 at 10:20am · Like



Write a comment...



Flickr: TC Morgan. "Buck Fight." Some rights reserved

Patron Comments

Texas Collection staff reserves the right to remove any content posted by users.

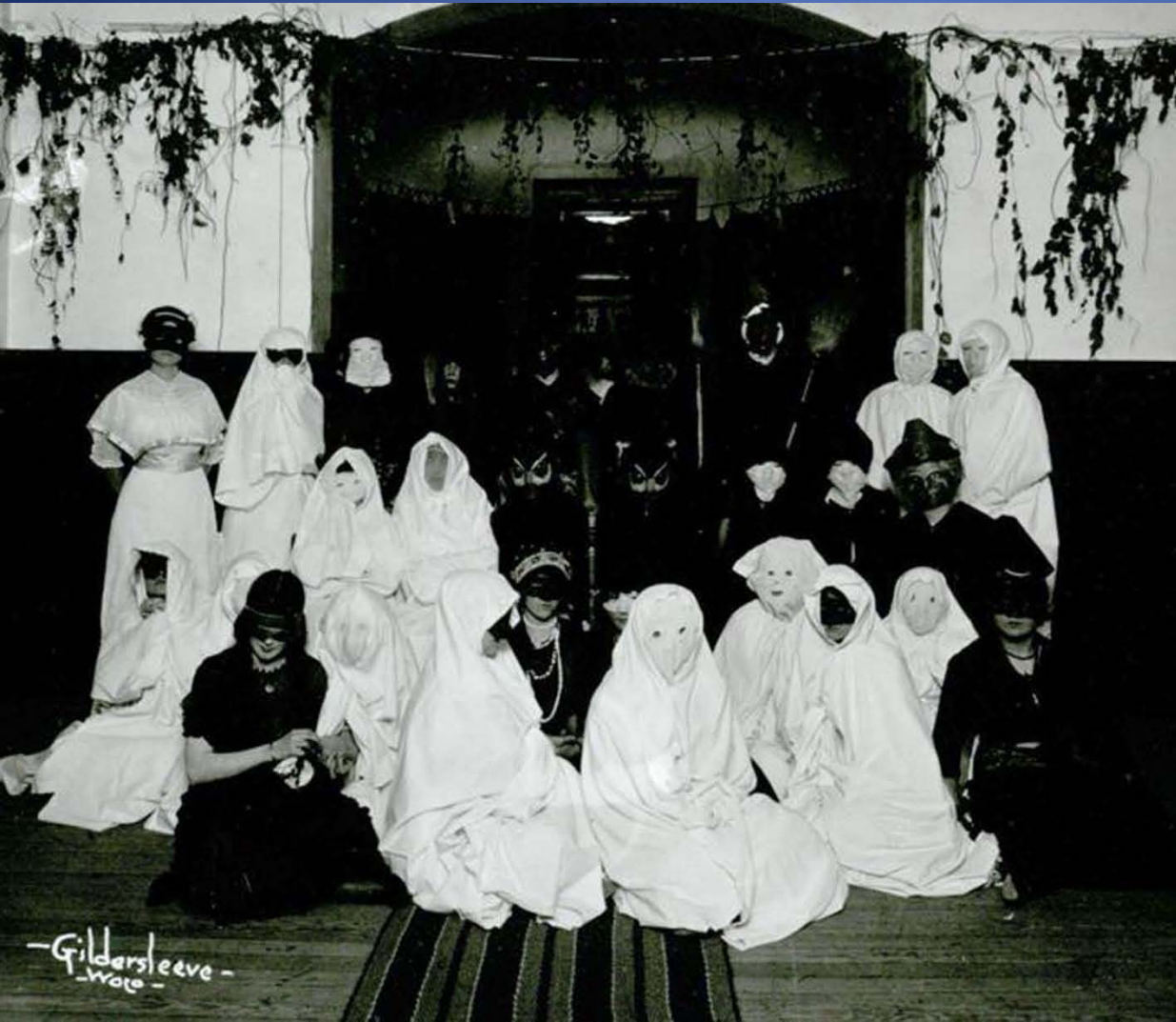
Comments may be deleted or not released if they are:

- Threatening, attacking, harassing, or embarrassing other members
- Promoting hate of any kind
- Using profanity and offensive language
- Not appropriate for all ages
- Off-topic
- Blatantly spam
- Included numerous times in a single thread
- Infringing on copyright law or university policy
- Advertising a specific commercial service
- Knowingly misleading other members
- Reported as abuse



Media

- Protect materials
- Proper attribution
- Public domain
- Image size
- Watermarks



The Texas Collection

October 31, 2012

Ghosts, goblins, witches...Happy Halloween!
(Gildersleeve, circa 1910s)

Tag Photo

Add Location

Edit

Like · Comment · Share · Edit


Chris Oliver, Lauren Davis, Alice Campbell and 10 others like this.

1 share



Write a comment...



A close-up photograph of a black computer keyboard. A small, rectangular piece of white paper is placed on the keys. The paper has pink text printed on it. The text reads: "SUCCESS WILL COME FROM YOUR PLANS" in a larger font, and "PANDA EXPRESS • PANDA INN" in a smaller font below it. The keyboard keys are visible in the background, with some letters like 'G', 'H', 'U', 'N', and 'M' being partially visible.

SUCCESS WILL COME
FROM YOUR PLANS

PANDA EXPRESS • PANDA INN

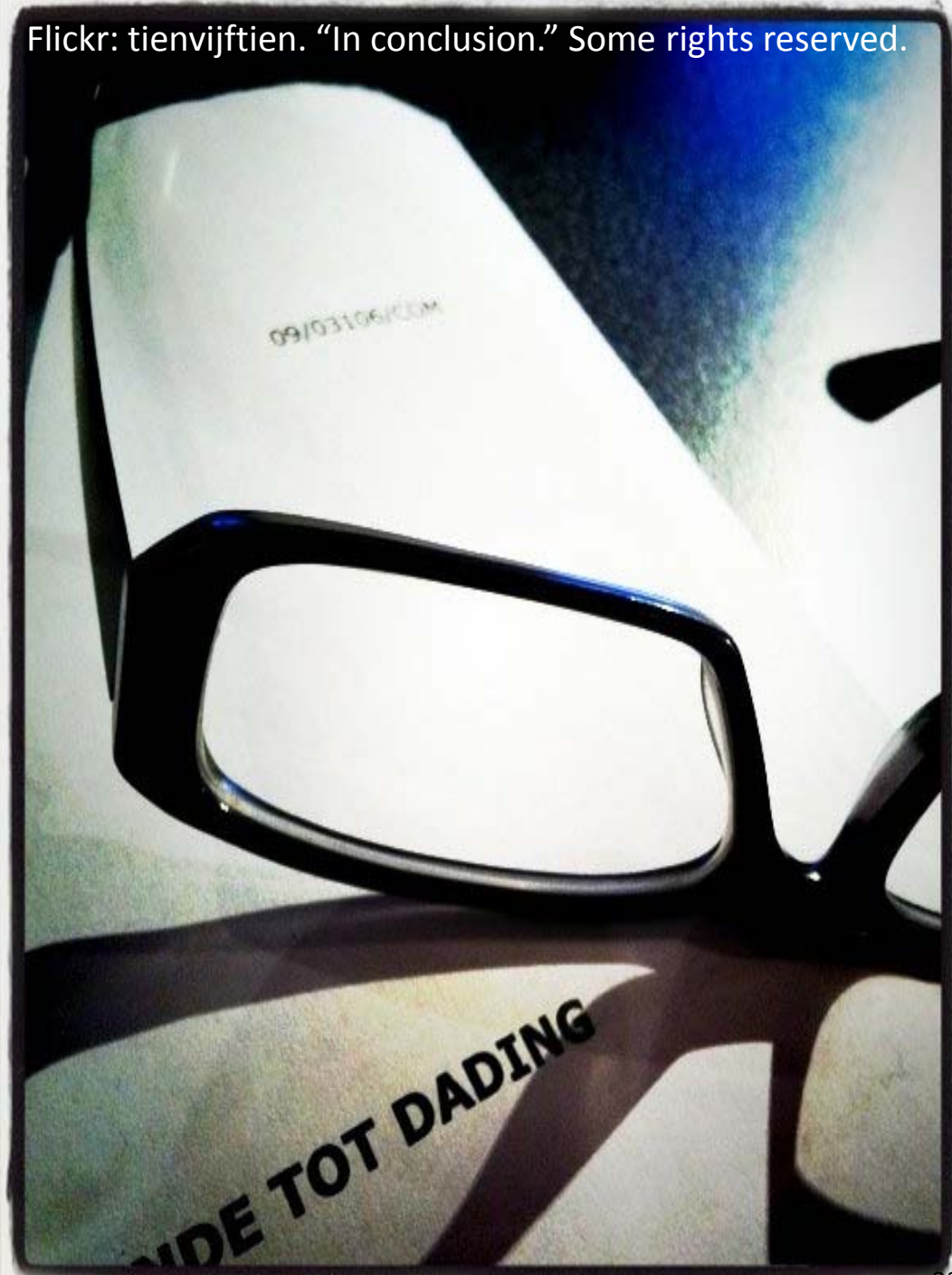
Are we
reaching
goals?

Flickr: Jeff Hester. "Success." Some rights reserved.

- Platform analytics
- Monthly statistics
- Bit.ly
- User survey
- Rebecca Hopman survey
rebeccahopman.com/resources/socialmedia/index.html

Conclusions

- Living document
- Policy anniversary
- Revisions



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