

SOCIAL MEDIA POLICY

INTENT

The Library Association of Alberta (LAA) maintains an online presence through its website and social media in order to communicate with prospective and current members, the Alberta library community, and the general public about LAA's projects and initiatives. This policy outlines how the LAA shares and manages its social media presence in a manner that complies with LAA's mission, vision and strategic directions.

DEFINITIONS

Social media: includes, but is not limited to, Facebook, X, Instagram, Snapchat, Flickr, Youtube, and listservs, though LAA does not necessarily maintain accounts for all social media.

Partner organization: includes any organization with whom LAA has a formal relationship either through membership, memorandum of understanding, or other formal contract or agreement.

POLICY

LAA maintains a social media presence in order to:

- Expand the reach of our communication via popular social media channels.
- Promote the LAA and its strategic directions, projects, and initiatives.
- Build and strengthen relationships with the LAA's members and stakeholders.
- Promote the exchange of knowledge about LAA, and encourage engagement with the LAA.

Creating or closing LAA social media accounts requires a motion of the Board.

The Communications Officer and President will have access to the LAA social media accounts, as well as any persons approved by the LAA Board.

The LAA's social media content will promote and share information about LAA and its initiatives. LAA's social media channels do not promote or share information from external organizations or associations unless they are a partner organization.

Any person using social media on behalf of LAA will exercise the utmost professionalism and respect. Under no circumstances may users include language that is unlawful, harmful, threatening, abusive, harassing, defamatory, profane, obscene, libelous, hateful, or discriminatory in both original posts and replies. LAA reserves the right to modify or remove any comments or posts that include language that is unlawful, harmful, threatening, abusive, harassing, defamatory, profane, obscene, libelous, hateful, or discriminatory.

Social media content must adhere to the LAA Brand Guidelines and image quality standards established by the social media platform.

RESPONSIBILITY AND ACCOUNTABILITY

SOCIAL MEDIA POLICY

This policy will be reviewed by the Governance Committee every three years.

- REVIEW HISTORY**
- Approved 2024-09-11

- RELATED DOCUMENTS:**
- Social Media Procedures and Guidelines
 - Risk Management Policy
 - Sponsorship Policy
 - Code of Conduct Policy