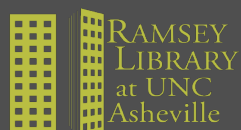


SOCIAL MEDIA STRATEGIC PLAN & POLICY

D. Hiden
Ramsey Library
at the
University of
North Carolina
Asheville



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Social Media Strategic Plan & Policy

I. Definition

For the purposes of this plan and policy, we will be defining social media by utilizing the definition of a “social networking site” as put forth by danah boyd¹ and Nicole Ellison.² Since this definition came out in 2007, “sites” can be accessed through an application platform and now include visual discovery tools (Pinterest), micro-blogging (Twitter), and audio-video sharing services (Spotify), as well as more “traditional” social networking sites (Facebook). All together, this pantheon comprises our working definition of social media.

II. Purpose

In conjunction and reflective of our mission and vision statements, as well as UNC Asheville’s brand essence and submessages, D. Hiden Ramsey Library utilizes social media to *interact*, *inform*, and *inspire* our community by promoting activities, interesting finds, and changes in operating schedule (among other news). Social media lets us reach our users on a more approachable level. The web is our digital foyer; we need to facilitate positive, meaningful interactions with our established and potential users.

III. Accounts

Based on research data on adoption rates³ and examining market trends, Ramsey Library currently operates the following social media accounts:

- ➔ Facebook (<http://www.facebook.com/Ramsey.Library>)
- ➔ Tumblr (<http://ramseylibrary.tumblr.com>)
- ➔ Pinterest (<http://www.pinterest.com/ramseylibrary>)
- ➔ Twitter ([@ramseylibrary](https://twitter.com/ramseylibrary))
- ➔ Instagram ([@ramseylibrary](https://www.instagram.com/ramseylibrary))

Moving forward, we would like to have a presence on YouTube and investigate the usability of a streaming media presence, e.g. Spotify, to expand our offerings into multimedia social networking. This list will change and adapt to reflect changing patron usage and new innovations in technology.

¹ danah boyd is referred to professionally in all lower-case letters.

² danah m. boyd and Nicole B. Ellison, 2007, "Social Network Sites: Definition, History, and Scholarship," *Journal of Computer-Mediated Communication* 13, no. 1: 210-211.

³ Pew Research, 2013, "Social Media Update 2013," December 30 (accessed June 13, 2014), <http://www.pewinternet.org/2013/12/30/social-media-update-2013/>.

IV. Guidelines for Usage

All social media usage under the Ramsey Library official banner should adhere to UNC Asheville's [privacy policies](#), the North Carolina statutes on [library patron privacy](#), and the established [copyright and faire use policies](#). Despite common belief, privacy settings and deleting posts does not fully eliminate or protect posts online. As far as the posts themselves, the use of the library's social media accounts for personal use is strictly prohibited. Interactions with patrons should:

- ➔ Be grammatically correct and written in complete sentences when possible, as Twitter can be the exception to the rule and;
- ➔ Be respectful and courteous, as these accounts are the public face of Ramsey Library.

Quality should win over quantity when it comes to the volume and length of posts. During the main two academic semesters, one post per day synchronized across the “news” oriented social media outlets (Facebook, Twitter, and Tumblr) and the “media” oriented social media outlets (Pinterest and Instagram) is an admirable goal, but promotion of events, exhibits, and news items should take precedence. Ideas of possible posts are exhibits in Special Collections, the featured work of professors, vintage photos of UNC Asheville (e.g. “Throwback Thursdays”), and approved contests.

V. Guidelines for Usage

To facilitate consistency and ease of management, only the User Engagement Intern, the Head of Public Services, and the University Librarian will have administrative control of the main Ramsey Library social media accounts. Other associated accounts will have administrators appointed, all of whom will answer to the main administrators. All our staff members are welcome and encouraged to send news items and announcements, but they must be approved by the account administrators and are subject to change and addendum.

If your department/unit wishes to establish a social media presence, please contact the Head of Public Services to begin the process. All social media accounts under the Ramsey Library banner must have a consistent look and feel to the library's website/other publications and UNC Asheville's brand manual and strategy.

VI. References

boyd, danah m. and Nicole B. Ellison. 2007. "Social Network Sites: Definition, History, and Scholarship.". *Journal of Computer-Mediated Communication* 13, no. 1: 210–230.

Pew Research. 2013. "Social Media Update 2013." December 30 (accessed June 13, 2014). <http://www.pewinternet.org/2013/12/30/social-media-update-2013/>.