Statement

The Metropolitan State University Library social media accounts are tools used to fulfill the mission of the library by promoting library information services, resources, and events in online environments to on and off-campus community members. Posts and images are used to engage patrons and forge relationships with individuals, institutions, and organizations.

Goals:

- Engage with:
  - Students, alumni, faculty, and staff of Metropolitan State University
  - Metropolitan State University organizations
  - Organizations and members of the larger Dayton's Bluff community
  - Libraries, information agencies, and cultural memory institutions
- Listen to what our users are saying about us so we may improve library services
- Increase visibility for library events and resources
- Inform others of library projects, resources, and values
- Build connections by putting a face to the library
- Instruct. Meet our users where they are

Coordinator(s)

Every year social media coordinators will be chosen to do the following:

- Post content to all library social media accounts
- Solicit items of interest, pre-written copy, ideas, images, etc. from library staff, and surrounding community organizations
- Evaluate new and existing social media accounts
- Organize all social media accounts
- Monitor social media traffic and interact with users

Comments, Contacts, and Posts

The library will accept anyone as a contact, but reserves the right to block users who post inflammatory, offensive, or exploitative images or comments.

- The library reserves the right to delete comments that are:
  - Offensive, derogatory, or obscene
o Commercial promotions or spam
o An infringement of copyright law
o Potentially libelous
o Not in compliance with the Metropolitan State University Student Code of Conduct (Procedure 112)

• Comments from the library:
  o Will not use derogatory, obscene, offensive or threatening language
  o Will not infringe on copyright law
  o Will comply with the MNSCU Policy 1.B1 and MNSCU Policy 5.22

Evaluation
Consideration will be given to:

• Ease of sharing: Does the site allow people to view content without account creation?
• Demographic analysis: How do the user demographics of an account impact the diversity of the library’s overall social media portfolio?
• What is the amount and quality of time needed to devote to content creation, account monitoring and maintenance, and interaction with users that allows the library to have the greatest impact on the social media platform?
• How does the new platform compare with existing tools?