



## **Pennsylvania School Librarians Association**

### **Administrative Policies**

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#### **Social Media Networking Policy**

The purpose of the PSLA Social Media Networking Policy is to provide a means of communication and collaborative sharing for members with regard to information dealing with school libraries and to provide twenty-first century skills to the learning community. Social Media includes websites, platforms, and resources or documents that incorporate one or more of the following: blogs; microblogs such as Twitter; social networks such as Facebook; media sharing services such as YouTube, Flickr, Picasa, and Google Video; online forums; wikis; virtual worlds and other emerging technologies.

The PSLA board encourages school librarians to include a disclaimer on their personal blog and other social sites stating that they only include their own opinions. An example would be: "The opinions expressed on this website are my own and do not necessarily represent those of Pennsylvania School Librarians Association."

All contributors should take responsibility and exercise good judgment in what they write. Contributors are expected to be guided by a code of conduct when communicating online as their words and actions reflect on PSLA. All posts must be written in a professional tone and should include the contributor's name, title and library name when appropriate. Postings are to be free of bias, obscene material, and defamatory, demeaning or offensive language. Commercial or self-promotional materials are not to be posted.

Copyright regulations and fair use of materials must be maintained at all times. PSLA encourages all contributors to recognize all original work posted. "Through ethical and legal use of materials a positive tone will be created for the overall use of social media and the interactions that will follow. ("Module 5")

PSLA encourages its members to participate in social media and develop a concept of community. It is crucial for school librarians to connect and communicate with their communities. The user's subject matter and tone must be positive in order to maintain a friendly and valuable experience for all PSLA users. All users must respect the privacy and confidentiality of all participants. Social media will be more beneficial when good judgment is used as the user pursues consistent, helpful and focused conversations.

PSLA does not endorse or take responsibility for the information and opinions posted by members. Social media networking is a benefit of PSLA membership. Under special circumstances, the PSLA Board may grant social media networking membership to those who are not PSLA members.

It is important for PSLA to establish a balance between social media use and other responsibilities.

*(Adopted, Board of Directors Meeting, June 15, 2012)*

References:

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