Miss Manners vs. Emily Post

Social media etiquette for libraries

#ncla11sme

Government & Heritage Library, State Library of North Carolina
http://www.facebook.com/ncghl  @ncpedia
Rebecca Hyman rebecca.hyman@ncdcr.gov
Michelle Czaikowski michelle.czaikowski@ncdcr.gov

Wake County Public Libraries
http://www.facebook.com/wcplonline  @wcplonline
Carol McCollum cmccollum@wakegov.com
Lynn Bertino lynn.bertino@wakegov.com
WAKE COUNTY PUBLIC LIBRARIES

- Locations: 20
- Population served: Residents of Wake County
- Twitter followers: 245 (@wcplonline)
- Facebook fans: 1,537
- Follows Wake County guidelines for social media use

GOVERNMENT & HERITAGE LIBRARY

- Locations: 1
- Population served: State agency employees, researchers of North Carolina (history, culture, genealogy, etc.)
- Twitter followers: 714 (@ncpedia)
- Facebook fans: 394
- Follows state guidelines (set by Governor's office) for social media use by state agencies
More Than Half of Americans Have a Profile on a Social Networking Site

% Who Currently Have a Personal Profile Page on Facebook, MySpace®, LinkedIn or Any Other Social Networking Web Site

- 2008: 24%
- 2009: 34%
- 2010: 48%
- 2011: 52%

Base: Total Population 12+

Facebook Is the Dominant Player in Social Networking

% Using Each Social Networking Site/Service

- **Facebook**
  - Have personal profile
  - 51%

- **MySpace**
  - Have personal profile
  - 17%

- **LinkedIn**
  - Have personal profile
  - 9%

- **Twitter**
  - Ever use
  - 8%

Base: Total Population 12+

Age distribution of social networking site users in 2008 and 2010

% of social networking site users in each age group. For instance, in 2008, 28% of social networking sites users were 18-22, but in 2010 that age group made up 16% of social networking site users.

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

Age distribution by social networking site platform

% of social networking site users on each site who are in each age group. For instance, 29% of MySpace users are 18-22 years old.

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

Retweets, likes, and shares may extend your potential audience.
What social media does the Government & Heritage Library use? What social media do Wake County Public Libraries use?

How are they used?

- Blogs
- Twitter
- Facebook
SOCIAL MEDIA ETIQUETTE FOR LIBRARIES

Share your questions and answers on Twitter with #ncla11sme
Should I let anyone follow me or be a fan?
Twitter: Who should I follow? What about private accounts who follow me?
Twitter: Autoresponses for new followers: Do you or don't you?
How often are social media accounts checked for inquiries from patrons?
Is it okay to cross-post across multiple social media accounts?
If someone asks a question via a social media site, can I just tell them to call, email or visit us?
Where is the happy medium between too institutional and too casual?
Huge typo was just posted to our blog! How do I handle telling the poster?
Are posts/tweets/comments subject to public records law?
WTF? WHY IS THE LIBRARY YELLING AT ME?!
ROFLMAO
Crowdsourcing via social media: Helpful? Exploitative?
Are please and thank you really necessary?
If I RT something does that mean the library endorses it?
Should I Respond to a Social Media Post?
Representing Wake County Online Using Social Media

Is Responding Worthwhile?
Consider:
- Time to research and write
- Likely viewership
- Importance of the issue

Tone
Is the post positive or balanced?

Is this site dedicated to bashing and degrading others?

Is the post a rant, rage, joke or satirical in nature?

Are there erroneous facts in the post?

Is the post a result of a negative experience?

Do Not Respond
Let it stand

Fix the Facts
1. Consult with PAO
2. Prepare response
3. Correct errors
4. Notify your Web Administrator and Content Coordinator

Rectify
1. Discuss with manager and obtain approval
2. Consult Response Considerations
3. Resolve concern
4. Notify your Web Administrator and Content Coordinator

Response Considerations
Be Transparent – Disclose your affiliation (Wake County Government Employee).
Cite Your Sources – Stick to facts and cite your sources by including hyperlinks, video, images, etc.
Respect Your Time – Do not spend more time than the response is worth.
Use a Professional Tone – Respond in a tone that reflects positively of Wake County Government
Should I Remove a Social Media Post?
Representing Wake County Online Using Social Media

Should a post or comment be removed?
Does the post contain?
- Profane language or content
- Content that promotes discrimination
- Sexual content (other than educational)
- Commerce solicitations (ads)
- Information that will compromise public safety

Evaluate
Is the comment related to the topic of the account?

Remove
1. Remove post or comment immediately
2. Document what you removed and why
3. Notify PAO, Web Administrator and Content Coordinator

Fix the Facts
1. Consult with PAO
2. Prepare response
3. Correct errors
4. Notify your Web Administrator and Content Coordinator

Rectify
1. Discuss with manager and obtain approval
2. Consult Response Considerations
3. Resolve concern
4. Notify concern

Remove Considerations
Be consistent – Only remove comments if it adheres to our guidelines for removal.
Document – Document and record what you removed and why
Respect viewpoints – Do not remove posts just because you disagree with their viewpoint.
Benefits – Remove items that benefit the general public to do so.
Thank you!

Government & Heritage Library, State Library of North Carolina
http://www.facebook.com/ncghl   @ncpedia
Rebecca Hyman rebecca.hyman@ncdcr.gov
Michelle Czaikowski michelle.czaikowski@ncdcr.gov

Wake County Public Libraries
http://www.facebook.com/wcplonline   @wcplonline
Carol McCollum cmccollum@wakegov.com
Lynn Bertino lynn.bertino@wakegov.com