

Tennessee Library Association: Social Media Guidelines (adopted June 2012)

The Tennessee Library Association maintains a presence on various social media platforms in order to facilitate the promotion of association activities, encourage membership in the association, provide active engagement between the association and Tennessee library staff, and keep members and Tennessee library staff aware of initiatives and issues impacting Tennessee libraries.

These platforms supplement existing TLA communication venues such as the association web site and TLA-L. TLA members and friends will have options for gathering association news and information in the format or venue most convenient to them and engage with other colleagues to exchange ideas, queries, and comments.

Examples of types of content you may find in TLA's social media presence include:

- TLA news and events
- news and events from [TLA affiliate members](#)
- items of interest from national associations such as ALA and PLA
- calls for advocacy related to library issues
- interesting blog posts from librarians or news from other associations (limited)
- book and librarian awards especially for Tennessee libraries and librarians

We want everyone to join in the conversation with their colleagues using TLA's social media outlets, as informal networking can be very enriching. Here are some simple guidelines to follow as you interact with TLA on various social media sites:

- **Participate.** Everyone is welcome to comment, post, and share information.
- **Mind your manners.** Post only that which you'd be comfortable having on the front page or saying in person. Items on the Internet are public, archived, indexed and permanently associated with you.
- **Be aware of the privacy policies for the platforms in which you participate.** TLA cannot guarantee the privacy of any information entered by the user. Use of TLA's social media networks for any reason is at the sole risk of the user.

The TLA Social Media Managers reserve the right to remove any post that they deem inappropriate. Depending on the platform, posts may or may not be removable by the TLA Social Media Managers.

The TLA Publications Advisory Board (PAB) shall be the forum for resolving any conflicts that may arise from these social media outlets.

The PAB shall also conduct a regular review of these social media sites. Sites may be closed if they no longer serve the purpose they were created for.