



LOYOLA MARYMOUNT UNIVERSITY
WILLIAM H. HANNON LIBRARY POLICIES AND PROCEDURES

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| DIVISION: Academic Affairs/William H. Hannon Library | |
| SUBJECT: External Social Media Policy | Page 1 of 3 |
| Policy Number: | Supersedes: N/A |
| Effective Date: January 23, 2017 | Previously Issued: N/A |

1. Statement of Policy:

1.1. This policy establishes parameters for the William H. Hannon Library's use of social media at Loyola Marymount University, in order to maintain and uphold the goals of the library's social media presence, which are as follows:

- 1.1.1. To promote the value and importance of the William H. Hannon Library's services, programs, spaces, and collections (and of libraries in general) among university faculty, students, staff, administrators, alumni, and the general public, and
- 1.1.2 To maintain open, professional, and responsive communications with our users and community members.

1.2. The intention of the library's social media presences are to supplement, not replace, official library and university internal and external channels currently in place.

2. Definitions:

2.1. For purposes of this policy, social media are defined as any third-party web-based application, site, software, or account created and maintained by the William H. Hannon Library which facilitates an environment for library staff and library users to share and interact with library-related information.

2.2. Examples of social media include but are not limited to Facebook, Twitter, Instagram, Flickr, Wordpress, and Tumblr.

3. Policies/Procedures:

3.1. General Procedures

- 3.1.1. All William H. Hannon Library social media activity must adhere to the [LMU Terms of Service](#) and the [LMU Web and New Media Resources Policy](#).

3.1.2. Social media activity should additionally adhere to the terms and conditions of each individual third-party social media platform.

3.1.3. The William H. Hannon Library will not post items or comments that are obscene, racist, derogatory, or similarly objectionable in their content. This includes, but is not limited to: personal attacks, insults, or threatening language; potentially libelous statements; plagiarized copyrighted material; and commercial promotions or spam.

3.1.4. Concerns about social media content posted by the William H. Hannon Library can be directed to the Outreach & Communications Librarian or the Dean of the Library.

3.1.5. The role and utility of library social media accounts will be periodically reviewed by the Library Communications Committee. If it is determined that an account needs to be terminated, the library may do so at any time without notice to users/subscribers.

3.2. Photography and Video

3.2.1. The William H. Hannon Library is open to the public. Although we make reasonable efforts to notify visitors when a scheduled photo or video shoot is taking place, visitors to the library may be photographed. These images may be used in library social media sites or other avenues including, but not limited to, newsletters, promotional materials, or other library communications in a variety of formats.

3.2.2. The university takes issues of copyright and privacy very seriously. For more information, please refer to the [university copyright policy](#).

3.2.3. Please contact the Outreach & Communications Librarian with any questions or concerns about imagery used in library print, web or social media applications.

3.2.4. Any representations or reproductions of objects from collections owned by the William H. Hannon Library and Loyola Marymount University must be credited as such. We adhere to best practices in using/reusing imagery with appropriate captions and permission from the copyright holder, and expect that users reposting or otherwise repurposing William H. Hannon Library content will do the same.

3.3. Privacy

3.3.1. William H. Hannon Library does not collect, maintain, or otherwise use personal information stored on any third party site in any way other than to communicate with users on that site.

3.3.2. William H. Hannon Library may contact a user to seek permission to use their content in another forum (for example, to feature an Instagram photo in their monthly e-newsletter), but will never do so without explicit permission and credit.

3.3.3. Users may remove themselves at any time from the library's "friends" or "followers" lists. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

3.4. User Comments, Posts, and Messages

3.4.1. Comments, posts, and messages are welcome and encouraged on William H. Hannon Library social media sites, including both positive and negative feedback.

3.4.2. Administrators of William H. Hannon Library social media sites strive to respond to all feedback in a timely manner.

3.4.3. While the William H. Hannon Library recognizes and respects differences in opinion, all social media comments, posts, and interactions will be regularly monitored and reviewed for content and relevancy. (See 3.4.5-6 below.)

3.4.4. The William H. Hannon Library is not responsible or liable for content posted by subscribers on any social media site. User comments do not reflect the opinions or positions of the University, the Library, or its employees.

3.4.5. The William H. Hannon Library reserves the right to not publish any external content, including user comments, or to later remove it without notice or explanation. Reasons for removal include, but are not limited to the following types of content:

- Threats of physical or bodily harm
- Solicitations or spam advertising products or causes outside the scope of the university and library
- Abusive, defamatory, or hate speech
- Violations of copyright, trademark, or other intellectual property rights
- Confidential or proprietary information
- Off-topic comments
- Comments that advocate illegal activity

3.4.6. The William H. Hannon Library will report abusive, threatening, or potentially illegal behavior via the social media platform's built-in reporting system and/or directly to LMU Public Safety.