MMLL Library Social Media Policy

The MMLL Library is committed to providing a friendly and supportive learning environment. Our social media channels are intended to supplement the means of communication currently in place for feedback, news, events, and announcements. This document outlines the parameters for use of social media platforms for all MMLL Library staff.

For the purposes of this policy, social media is defined as any online interactive communication tool which encourages participation and exchanges.

Mission/Goals

In accordance with the [social media guidelines](#) published by the University of Cambridge Office of External Affairs and Communications, we actively use social media to engage the public, communicate research and enhance the University's profile online.

The MMLL Library specifically participates in social media to:

- Reach out to and engage with users of the Library, other institutions and the general public.
- Offer an opportunity for more informal communication and to respond to users' needs.
- Promote services offered by the Library as well as the MMLL Faculty.
- Promote the Library's physical and online resources.
- Announce our events.
- Link to external events that are of interest to our academic community.
- Showcase our spaces and collections.
- Provide advice and tips on studying, research and wellbeing.
- Create a link between our physical collections and our online presence.

Administration

All staff members at the MMLL Library have access to all our social media accounts and can create posts. One staff member will take on an administrator role and ensure that a certain frequency of posts is upheld, content is monitored, and any messages or comments directed at the Library are responded to if appropriate. The administrator will also take a leading role in keeping up to date with technological developments, reviewing and updating this policy, and keep a directory and documentation of the MMLL Library's social media accounts. The current administrator's name and contact details can be found on the Library's website.

Content Guidelines

Our aim is for the content of all our posts to be relevant to at least a subgroup of the Library's users. We will attempt to keep a balance between creating our own content and reposting content from other accounts. Sources will be cited wherever appropriate. We will observe all relevant copyright and data protection legislation.

The Library will not post content that is offensive, harmful to marginalised groups, or constitutes a personal insult or attack. The Library accounts will not be used to post commercial promotions or spam, or plagiarised copyrighted material.

The MMLL Library's social media presence will not be used to screen job applicants or students as part of the recruitment & selection process, screen potential donors, or conduct personal or internal communication.

Best Practice

The Library's standard in all social media activity is to:

- Use an appropriate and professional tone.
- Monitor all accounts and respond to all messages and comments in an appropriate way.
- Protect personal and confidential information (e.g. by blurring it out in images), and never post sensitive information.
- Aim to engage followers – e.g. by asking questions and inviting users to share ideas.

Accessibility

We will add image descriptions (Alternative Text) wherever possible to make posts accessible for people using screen readers. When using GIFs, we will add a description either as Alternative Text or in the body of the post using square brackets.

Disclaimers/moderation policy

The Library does not collect, maintain, or otherwise use personal information stored on any third party website in any way other than to communicate with users on that site. The Library may contact users to seek permission to use their content in another forum, but will never do so without explicit permission and credit. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

The Library reserves the right to remove any posts or comments. This includes posts that contain commercial solicitations, are factually erroneous/libellous, are wildly off-topic, contain inappropriate language or images, or otherwise violate the respective platform's Terms and Conditions.

The Library is not responsible or liable for content posted by other users in any social media space related to the Library, and such user comments do not reflect the opinions and/or positions of the University of Cambridge, the MMLL Library, its administrators, or its employees.

These guidelines only govern the official Library social media sites and not the personal accounts of faculty and staff.

This policy was created in September 2019 and last updated in June 2020. It will next be reviewed in June 2021 at the latest.