

SLA Online Content Advisory Council
Social media guidelines for SLA units
August 2015

SLA's OCAC thanks you for volunteering to manage the social media for your unit! It is imperative that you are cognizant that you are not representing *yourself* on social media. You are representing your SLA chapter, division or caucus. Please read and retain the information below.

SLA Code of Conduct:

<https://www.sla.org/governance/governing-documents/policies-and-practices/anti-harassment-policy/>

SLA Vision, Mission, and Core Values Statements:

<http://www.sla.org/about-sla/vision-mission-core-value/>

Resources for creating guidelines:

<http://www.associationforum.org/Resources/Samples.cfm?ItemNumber=1925>

DOs:

- Share news and content related to SLA as an association and its individual units. Encourage participation in SLA events, conferences, and initiatives.
- Re-Tweet posts from SLA and SLA units if information applicable to your own unit. [Meaning, don't re-Tweet an in-person only event from the Europe Chapter, if your own unit is based in the US. If another unit advertises an online event or webinar, that would be appropriate.]
- Share content, including articles and images, related to professional development. [Examples of this are articles from reputable sources about public speaking, management, skill development, or networking.]
- Follow Twitter accounts of unit members and/or other SLA members, vendor partners and librarian/info pro influencers. Re-Tweet their Tweets if that content fits into the above categories.

DON'Ts:

- Mention usage of alcohol, medicines or illegal substances. Even though marijuana is legal in some states, refrain from Tweeting about it. An exception would be if it is in reference to legal research, as in the SLA 2015 Hot Topic that referenced cannabis. (<http://sched.co/2yz5>)
- Make political statements or endorsements.
- Endorse individuals running for office in SLA or any professional organization.
- Discuss your employer.
- Use offensive language or profanity.
- Promote personal, social or political agendas unrelated to SLA or the informational profession.
- Follow or re-Tweet accounts not related to librarianship or the information profession, especially those that post inflammatory or other content not in adherence to our own social media policies.