Policy No: N-1

Subject: Social Media Policies and Guidelines

Effective Date: 6/24/17
Revision Date(s): 1/28/18
Review Date(s):
Review Responsibility: AASL Board of Directors, AASL Social Media Editorial Board, AASL Social Media Posting GroupAASL Bylaws and Organization Committee

Policy Statement:
AASL will use social media as an opportunity to meet the mission of the organization to empower leaders to transform teaching and learning by increasing our position as a thought-leader with industry partners, alliances and other K-12 education and library professionals. AASL's social media is a vehicle to share AASL news and information; educational trends; and interact with the public, members of the school library profession, and other educational outlets and organizations.

Focus:
Primary: AASL Social Media Editorial Board,

7.1. AASL Social Media Posting Group should use good judgment when deciding if and how to best respond to negative comments. In general, negative comments (unless they are offensive or violate privacy laws) should not be removed. If a response is required, the AASL Social Media Posting Group member should refer the question or comment to the AASL Web Communications Manager. If the question is content-specific, the inquiry should be referred to the appropriate subject matter expert and the person making the inquiry should be advised that an answer will be forthcoming. The AASL Web Communications Manager will engage the Executive Director and, if needed, the AASL president.

8. Social Media Group Administration

8.1. Administrative or moderator rights to AASL social media will be granted to staff or volunteers at the organization's discretion. Members of the AASL Social Media Posting Group are expected to abide by the code of conduct outlined in this policy. Status may be revoked by the Executive Director via feedback from the AASL Web Communications Manager.

9. Social Media Passwords

9.1. Passwords and login credentials on all social media is to be managed by the AASL Web Communications Manager. This information will be shared with staff or volunteer community administrators or those that AASL has asked to post for a specific event, campaign or announcement. When a password is changed, it is the responsibilitvTj [(a)9.h ( )Tj [So the

11.1.2. Do not name specific individuals by their name in posts or give information that would allow readers to easily identify the person being discussed. All ALA privacy policies must be followed.

11.1.3. Refrain from posting self-promotional products or services.

11.1.4. AASL intends to share information that is useful to school library professionals. Content should not substitute for legal or union advice and should not be considered overriding specific school/district policies or state laws/guidelines.

11.1.5. The information shared on the AASL social media s contains personal opinions and views of individuals. It is not necessarily condoned, approved or reflective of the official views of AASL. AASL reserves the right to remove inappropriate or offensive posts, along with any that may violate ALA privacy policies.

11.2. Blog:

11.2.1. Note that this blog is intended to share information that is useful to school library professionals. Content should not be substituted for legal or union advice and should not be considered overriding specific school/district policies or state laws/guidelines.

The information shared on the AASL blog contains personal opinions and views of individuals. It is not necessarily condoned, approved or reflective of the official views of AASL. AASL reserves the right to remove inappropriate or offensive posts, along with those that may violate privacy policies.

See appendices for ALA Privacy Policies.