

YALSA Board of Directors Meeting
ALA Annual Conference, New Orleans
June 24 - 28, 2011

Topic: Establishing a Board Social Media Policy

Background: As more and more YALSA members use social media to communicate with professional peers, the YALSA Board will want to consider how use social media to its strategic advantage and to consider the need for a social media policy. A policy is meant to provide a context for use of social media by those posting content related to their work in, and for, YALSA, as well as to help guarantee that posts help raise awareness about the work of YALSA and provide accurate and clear information about the association and its work.

Action Required: Discussion

Rationale

As YALSA continues to expand its advocacy and marke

YALSA Board members are free to publish or comment via social media in accordance with this policy. It is expected that all Board members will act professionally and with common sense when they use social media tools to communicate on topics related to the association and its work.

While serving on the YALSA Board of Directors, Board members are granted permission to use social media as a conduit for informing the young adult library community about projects and initiatives of the association and work of the Board.

Publication and commentary on social media carries similar obligations to any other YALSA publication or commentary.

All uses of social media must follow the same ethical standards that YALSA Board members must follow in their face-to-face practices. YALSA Board members must consider the Board Conflict of Interest policy and Board Contract when posting as a Board member on social media sites.

YALSA's Not for Profit Status

When acting as a member of a not for profit association board of directors, there are areas that are not legal to write about in any format, including social media. As a result, any social posts made by an individual speaking as a YALSA Board member cannot endorse or oppose a product or company or call for a boycott of a product or company. Individuals speaking as a YALSA Board member may not endorse or oppose any federal, state or local candidate running for political office.

Setting up Social Media

Social media identities, logon ID's and user names may not use YALSA's name without prior approval from the President or Executive Director.

As a member of the YALSA Board it is important that you consider what you post within that role. If you choose to use a personal Twitter or blog account to post about YALSA matters, it is imperative that you understand that you, cannot with that same account, post information that represents your own personal opinions on matters related to YALSA business, initiatives, and so on. For that reason, you may want to consider having two accounts for the different social media tools on which you post, one account on which you post personally and one account that is for your professional and YALSA related postings.

Protect your own privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the YALSA website or other web presences of the association. Other privacy settings that might allow others to post information or see information that is personal should be set to limited access. Be mindful of posting information that you would not want the public to see.

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the answer to any of those questions is “yes,” then the post will have value to the YALSA community.

- Talk to your readers like you would talk to real people in professional situations. Don't be afraid to bring in your own personality and say wha