

Church & Synagogue Library Association Social Media Policy

Goals

Goals for the use of online communication tools (e.g., Web, social media or social networking sites) are to:

- Expand and strengthen CSLA's support of congregational libraries of all faiths.
- Expand the association's membership.
- Strengthen relationships with chapters and individual members.
- Better communicate with existing members and target audiences.
- Advertise and encourage the purchase of CSLA publications and services.

Online Communications Model

Increasingly, people are not only consumers of information on the Web, but are actively participating in online conversations. It is important that CSLA integrate social networks and other online technologies into its communications work. As an organization supported primarily by volunteers, however, it is essential to be realistic about volunteer capabilities, selective in the channels provided and flexible in use of these media.

Web

CSLA's primary means of online communication is its website: *cslainfo.org*. The content on the website is primarily static, with updates only as needed. The purpose of the website is to provide:

- A repository for descriptive information about the association, such as its purpose, annual awards and conferences.
- A means for fund-raising, such as purchasing items from Amazon.com through the site.
- Members-only information such as our quarterly journal, bylaws and membership discounts.
- A variety of forms.
- The ability to join CSLA and renew membership.
- The ability to purchase CSLA publications and services.
- The ability to make donations to the association.
- Reminders about upcoming activities and deadlines.
- A simple means to contact the association.

Facebook

The association's Facebook page, *www.facebook.com/cslainfo/*, is more dynamic. It is designed for presentation of information relevant to members and potential members, such as book reviews, links to interesting websites and photographs from CSLA events. It also provides more interaction among participants.

Twitter

CSLA's Twitter page is intended to present information relevant to members and potential members, with a focus on library-related and publishing industry news as well as religious and social trends that are likely to affect congregational libraries. Because of character limitations to Twitter messages, emphasis is on links to reputable sites that provide more extensive information on a topic.

Principles

Ensure that once the association establishes its presence in a social media site, it will be updated regularly according to the conventions of each site. At least one member of the CSLA Technology Committee will be responsible for creating its content. The CSLA Board has the ultimate authority over the use of social media and may make suggestions for improvement at any time.

Flexibility in experimentation and testing of new social media tools and functionalities not currently used by CSLA. Social media tools are new and developing rapidly. If no policies cover future technologies, the association will be practical and flexible in dealing with them using available resources. Only those tools and platforms that will help CSLA advance its goals will be adopted. The main forum for discussion and coordination of such experiments is the Technology Committee.

Respect the privacy of members by requesting permission to share contact information. Confidential or members-only information will not knowingly be shared through open channels.

Respect for copyright rules. Sources will be properly cited, and only items that are covered by fair use will be posted. Otherwise, permission will be sought prior to use.