

Association for Rural and Small Libraries: Social Media Policy

Approved by the ARSL Board on November 22, 2013

The use of social media allows ARSL to inform and connect with its members and the world at large, to recruit new members, and to promote the interests of the organization.

This policy sets conditions and guidelines for the use of social media on behalf of ARSL.

1. The use of social media accounts owned by or in the name of ARSL must adhere to the following guidelines:

a. The use of such social media accounts is controlled by the board of directors. The president of ARSL and the executive committee of the board of directors are responsible for day to day management of social media use, under the guidance of the board as a whole. In addition, the board may, at its discretion, delegate relevant authority concerning social media to particular committees or individuals in order to effectuate their functions.

b. Social media posts on behalf of ARSL must be approved in advance.

c. Content of social media posts on behalf of ARSL must be restricted to issues and positions relevant to ARSL or its interests.

c. Social media posts on behalf of ARSL must not include personal opinions, personal advocacy, intemperate or unprofessional language, slander or libel, or any information or opinion that does not reflect the position or interests of ARSL or that has not been approved by the board.

2. Social media posts on behalf of ARSL using social media accounts owned by individuals must adhere to the following guidelines:

a. ARSL affirmatively supports freedom of speech, and supports the right of any individual to use their personally owned social media accounts to discuss ARSL, its positions, or operations. This includes the right of any individual to disagree with, criticize, or advocate change in ARSL, its positions, or operations.

b. No member of ARSL, or any other individual, has the right, when using an individually owned social media account, to claim they are speaking on behalf of ARSL without the explicit permission of the board of directors. This includes individual members of the board of directors or other officers of the association.

c. Members of the board of directors or other officers of the association have the right to express themselves freely using social media, including the right to disagree with, criticize, or advocate change in ARSL, its positions, or operations. However, in doing so they must state clearly that they are expressing personal opinions, and are not speaking for the organization, or in their official capacity.