# **TDSRC Social Media Procedures & Guidelines**

## **Roles & Responsibilities**

### **Social Media Contributors**

* Manage roles: assign specific roles to social media contributors and make sure to have at least a backup for each platform.
* If you’re away, on vacation or cannot attend events, notify your backup who will take over your responsibilities.
* Feel free to deviate from the scheduled times if content is timely/relevant.
* Ideally, provide a generic/alias/distribution group/mail account email address – not your personal email address – for customer service follow up. Messages sent to that email should be received or accessible to multiple individuals.

### **Administrator**

* Ensure the cover photos, logos and bios are up-to-date.
* Ensure the scheduled content represents our diverse audiences (parents of pre-readers, older children, newcomers, etc.) and their information needs.
* Coordinate and ensure real-time content flows in the overall stream of scheduled content. (e.g. moving tweets around to accommodate live tweets from events)
* If any website outages, check scheduled posts and delay any links to the website.
* Staying on top of adding followers/friends and maintaining lists.

### **Monitoring**

* Engage with our customers by thanking them or acknowledging their tweets/posts by favouriting, liking or retweeting their comments. This includes all social media channels.
* If you see any contentious tweets or posts, flag them for the Manager, TD Summer Reading Club.
* Flag any unanswered customer service tweets/questions/comments to follow up with – only if you noticed that they haven’t replied in over 3 hours.

## **Editorial Guidelines & Checklist**

1. **Select content that is:**
   * Timely and relevant
   * Relevant to a wider audience
   * Creative and linked to the TD Summer Reading Club and how to raise a reader
   * Well-written/informative
   * Neutral – E.g. Information source) should offer a variety of perspectives and sources on a topic, versus quoting just one source, and be balanced in the information and topics
   * E-content (video, digital archive), articles, book recommendations, event recaps at libraries encouraged
   * Collectively diverse (range of topics for different audience types)
2. **Before you schedule, check for:**

* Any spelling and grammatical errors
* Any relevant twitter handles, hashtags or tags that will improve the visibility of your post/tweet and use TDSRC’s hashtags, i.e. #TDSRC, #CLETD, when applicable
* Links are meaningful and go to the right and best source:
* Is it clear where the link will take me?
* Is there a better page that I can point users to (e.g. kids’ site or a library’s website)?
* Can I refine the search further to focus the user?
* Use approved images (parents gave us permission to publish the photos on social media). Images should be properly attributed if a photo credit is needed, e.g. “Photo by Jane Smith on a creative common license.”
* Additional multimedia to enhance the post/tweet, e.g. TPL’s YouTube channel
* Mobile friendly, e.g. avoid linking to PDFs whenever possible
* Review the scheduled content for that week to see if collectively, the content represents our diverse audiences and their information needs.

## **Resources**

* TD Summer Reading Club website
* Blog posts on TPL website and other libraries
* Mommy bloggers’ sites
* Recommended electronic resources list (CBC books, The Canadian Children’s Book Centre, etc.)
* Trending topics from social media channels, Facebook & Twitter
* Industry related social media accounts (e.g. Scholastic Canada, PBS Parents, CBC Parents, Reading Campaign, etc.)