

Carl B. Ylvisaker Library Social Media Policy

Approved by Library Team on 4.22.26

Policy Statement

The Carl B. Ylvisaker Library utilizes social media platforms to communicate with Concordia College students, staff, faculty, administrators, and alumni about relevant library-focused content in an engaging, professional manner as required by the [Concordia College Social Media and Brand Guidelines](#). These requirements include but aren't limited to:

- Posting social media content that is fair, courteous, and nondiscriminatory
- Not promoting personal opinions on political, cultural, or social issues unrelated to the College's mission
- Actively maintaining the social media account(s) through content creation
- Complying with all FERPA, HIPAA, NCAA and other applicable privacy laws
- Respecting copyright laws and intellectual property rights regarding AI-generated content
- Take corrective action if social media content does not meet the college's social media guideline standards

The Library Operations and Outreach Coordinator, with assistance from the Library Outreach Committee, is responsible for generating, editing, and posting social media content on behalf of the library. Library-focused social media content may include but is not limited to:

- Notifications about building hours
- Features about library-sponsored events and workshops
- Highlighting collection acquisitions
- Calls for feedback about library services and resources

Currently, the Library Operations and Outreach Coordinator manages a Facebook Page, Instagram account, and an X (formerly Twitter) account. The library is not seeking out another social media platform at this time.

User comments and direct messages on library social media accounts are only monitored from 8:30 a.m. to 5:00 p.m. Monday through Friday. Users who attempt connection on the library's social media accounts while the library is closed, on break/holiday, or during

evening and weekend hours should expect a reply the next monitoring period. All comments and direct messages made on the library social media platforms are subject to review by the Library Operations and Outreach Coordinator, the Library Outreach Committee, and the Library Director. While the library invites thoughtful discussion, user comments and direct messages may be deleted and possibly reported if they violate copyright or privacy laws, display discriminatory behavior, and/or if they violate [Concordia College campus policy and student code of conduct](#).

Collaborations on social media content with other campus entities (student organizations, campus offices and departments, other college-affiliated groups) are encouraged so long as the social media content abides by this policy. Those interested in collaborating with the Carl B. Ylvisaker Library on social media content must seek permission from the Library Operations and Outreach Coordinator.

This policy was also informed by the American Library Association's [Social Media Guidelines for Public and Academic Libraries](#).

Definition

1. Social media is defined by the Concordia College Social Media Policy as “digital platforms that facilitate social interaction and content sharing” (page 15), including sites like Facebook and Instagram.

Social Media Links

- Facebook: <https://www.facebook.com/thecarlblibrary/>
- Instagram: <https://www.instagram.com/thecarlblibrary/>
- X (Formerly Twitter): <https://x.com/askccref>