Social Media Guidelines

Description and Purpose
The purpose of Clermont College Library’s participation in social media platforms (i.e. Facebook, Twitter, Pinterest, YouTube, and blogging) is fourfold:

- To educate library patrons (students, faculty, staff, and friends of the library) about library services, resources, and programs
- To create a virtual space for library patrons to interact with library staff and with one another
- To engage in the larger campus community by cross-promoting news, events, and resources from across the College and University
- To raise awareness of the library’s mission and role in sustaining a vibrant campus community

Criteria
We encourage interaction from patrons regarding what the library posts. However, we reserve the right to remove:

- Attacks on any ethnic, racial, economic, religious, or minority groups
- Hate language, vulgar or obscene language or personal attacks on library staff, patrons or fans
- Any sponsorships/advertisements
- Political advertisements
- Endorsements of brand name products or services for advertising or marketing purposes

We reserve the right to remove any posts that violate these rules or that the administrators of the UC Clermont College Library Page find inappropriate. We also reserve the right to block users who violate these guidelines.

Adapted with permission from the Kenton County Public Library social media guidelines.