

Foothill College Library Social Media Guidelines

In striving to meet the evolving information needs of the students, faculty, and staff of Foothill College, the Library seeks to connect, share, and listen to our users on social media. Our users are increasingly active online, and the library intends to be present in these virtual spaces to support student learning, equity, retention, and success at Foothill College.

1. Goals

- 1.1. Promote the Library's resources, services, and spaces to the students, faculty, and staff of Foothill College.
- 1.2. Develop relationships through social media that will ultimately allow our community to discover a library that is welcoming, relevant, and vital, with resulting increases in foot traffic, virtual and in-person reference interactions, and use of library services and resources.
- 1.3. Foster information literacy.

2. Responsibility

- 2.1. Social Media accounts and settings will be accessible to at least two staff members per FHDA guidelines. Assistance in configuring social media accounts and settings can be obtained from the Library Signage/Messaging Committee.

- 2.2. For information about social media at the Foothill College Library, contact the members of our Signage/Messaging Committee:

Micaela Agyare, agyaremicaela@fhda.edu

Trizha Loren Aquino, aquinotrizhaloren@fhda.edu

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3. General Guidelines

- 3.1. The library's social media activity complies with the [FHDA Social Media Guidelines](#).
- 3.2. Concerns about social media content posted by the Foothill College Library can be directed to the Dean of the Learning Resources Center.
- 3.3. The role and utility of library social media accounts will be periodically reviewed by the Library Signage/Messaging Committee.

4. Content

- 4.1. Posts will conform to the friendly, but professional character of all work-related interactions.
- 4.2. Content should be accurate and consistent with information provided on the Foothill College Library website.
- 4.3. The Foothill College Library will not post items or comments that are obscene, racist, derogatory, or similarly objectionable in their content. This includes, but is not limited to: personal attacks, insults, or threatening language; potentially libelous statements; plagiarized copyrighted material; and commercial promotions or spam.

4.4. The Foothill College Library should serve as a model for users of safe and professional social media engagement.

5. Privacy

5.1. The Foothill College Library does not collect, maintain, or otherwise use personal information stored on any third-party site in any way other than to communicate with users on that site.

5.2. The Foothill College Library observes federal guidelines such as FERPA and HIPAA and does not post confidential, proprietary, or protected information about students, employees, or other members of the FHDA community.

5.3. The Foothill College Library reserves the right to reuse user comments for research purposes and promotional materials.

5.4. Users may remove themselves at any time from the library's "friends" or "followers" lists. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

5.5. According to the [Foothill College policy on the use of photography](#), the Library reserves the right to use photographs, videos, motion pictures, and electronic images of students and visitors, age 18 and older, taken on college property and at college-sponsored events for marketing and promotional purposes. If you do not want to be identified, photographed, or recorded, avoid areas where camera technicians and photographers are working.

6. User Comments, Posts and Messages

6.1. Comments, posts, and messages are welcome and encouraged on the Foothill College Library social media sites, including both positive and negative feedback.

6.2. The Library Signage/Messaging Committee strives to respond to all feedback in a timely way and in a friendly, but professional manner, treating all exchanges as extensions of Circulation/Reference Desk interactions.

6.3. While the Library recognizes and respects differences in opinion, all social media comments, posts, and interactions will be regularly monitored and reviewed for content and relevancy. (See 6.5 below.)

6.4. The Foothill College Library is not responsible or liable for content posted by subscribers on any social media site. User comments do not reflect the opinions or positions of the College, the Library, or its employees.

6.5. The Foothill College Library reserves the right to not publish any external content, including user comments, or to remove it without notice or explanation. Reasons for removal include, but are not limited to the following types of content:

6.5.1. Threats of physical or bodily harm

6.5.2. Solicitations or spam advertising products or causes outside the scope of the college and library

6.5.3. Abusive, defamatory, or hate speech

6.5.4. Violations of copyright, trademark, or other intellectual property rights

6.5.5. Confidential or proprietary information

6.5.6. Off-topic comments

6.5.7. Comments that advocate illegal activity

6.6. The Library will report abusive, threatening, or potentially illegal behavior via the social media platform's built-in reporting system and/or directly to the Foothill-De Anza Police Department.