

Policy Title	LLT Social Media Policy
Responsible University Office	LLT Dean
Policy Owner	LLT Dean's Office
Pertinent Dates	Origination: February 8, 2021

I. SCOPE OF POLICY

This policy is to ensure the LLT's social media use and presence reflect the AUC LLT's [mission](#), vision and values as an integral and active leader of the educational and academic process. This also sets the guidelines for the dissemination of information and social media communication related to the LLT's news, services, spaces, technologies, and users, in line with the University's social media policies.

II. DEFINITIONS

“Social media” is defined by Merriam Webster Dictionary as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).” From ALA’s [Social Media Guidelines for Public and Academic Libraries](#).

Term (alphabetical order)	Definition as it relates to this policy
Social media	The Official LLT accounts on Facebook, Twitter, Instagram and YouTube: Facebook: https://www.facebook.com/AUCLLT/ Twitter: https://twitter.com/auc_LLt Instagram: https://www.instagram.com/aucmainLLT/ YouTube: https://www.youtube.com/AUCLLT

III. POLICY STATEMENT

The LLT social media policy provides guidelines for the dissemination of LLT-related information via social media to the AUC community and the public. It also provides guidelines for the use of the LLT's social media.

IV. RESPONSIBILITIES

Approved by: LLT Communications Committee, LLT School Council and LLT Dean.

Managed by: Research and Information Services (RIS) department.

Policy applies to: AUC community: staff, students and faculty, alumni, external users and the wider community.

V. POLICY STANDARDS AND PROCEDURES

This policy governs the representation of the LLT on all social media platforms, including, but not limited to, Facebook, Twitter, Instagram and YouTube or any other similar platform. These guidelines should be read in conjunction with University Policies, which relate to social media use (see “Appendices”).

The LLT actively participates in social media to:

- a. Reach out and engage with AUC students, faculty, staff, alumni, external users, and the wider community.
- b. Promote the value and importance of the LLT and its services.
- c. Foster a dialogue with LLT users and serve as a forum for the discussion of issues related to the LLT’s collections, programs, services, and space.
- d. Promote the LLT’s services, collections, events, exhibits and displays.
- e. Publish LLT-related announcements and news for effective outreach.
- f. Communicate research tips and useful tools for academic research and scholarship.
- g. Share other content that furthers LLT’s and the University’s educational and research mission.

The LLT abides by the following:

1. AUC’s [Social Media Policy](#)
2. AUC’s [Branding and Editorial Guidelines](#)
3. AUC’s [Freedom of Expression Policy](#)
4. AUC’s [Code of Ethical Conduct](#)
5. LLT’s Communications Policy.
6. ALA’s [Social Media Guidelines for Public and Academic Libraries](#).

LLT social media will follow, share and/or like:

1. Official AUC social media accounts
2. University and other libraries
3. Academic accounts or pages of interest
4. Non-commercial content that is related to the LLT’s and university’s mission

Guiding Principles:

1. As per AUC's official social media policy, content posted will be in compliance with other LLT and University policies.
2. The LLT's social media is open for interaction with everyone and the LLT upholds freedom of speech. However, the LLT reserves the right to remove any posts or comments which would be considered as (but not limited to):
 - a) Spam
 - b) Plagiarized content
 - c) Advertisements
 - d) Libelous statements
 - e) Private information published without permission
 - f) Links or content that are irrelevant to the post/discussion
 - g) Racist, abusive or threatening language
 - h) Any incitements to discrimination, violence or hate speech
 - i) Any content or use that violates the University's official policies
3. The LLT only uses social media platforms for the purposes listed in this policy and to facilitate communication with users, and the LLT never collects, saves, or uses any data stored on any third party websites.
4. The LLT will never use or share someone's work or content without gaining explicit consent and giving due credit.
5. Users should be aware that each social media platform has their own terms, conditions, and privacy policies, and they should abide by them accordingly.
6. Any content or comments posted on the LLT's social media do not reflect the views or official position of the AUC LLT or its employees, and we do not endorse and assume no liability regarding any content or interaction posted by any participant in a LLT-sponsored event or post online.
7. These guidelines are applicable to the official LLT social media account(s) listed in this policy, and the LLT is not responsible for the personal accounts of any LLT faculty or staff members.

VI. FORMS/INSTRUCTIONS (if applicable)

Web address for this policy: LLT website under "LLT Policies":

<https://LLT.aucegypt.edu/about/LLT-policies>

AUC's Social Media Compliance: <https://www.aucegypt.edu/offices/office-advancement-and-communications/policies/social-media-compliance>

VII. APPENDICES (if applicable)

AUC's Social Media Policy: <https://www.aucegypt.edu/offices/office-advancement-and-communications/policies/social-media-policy>

AUC's Social Media and Web Terminologies:

<https://www.aucegypt.edu/campus-life/services/editorial-style-guide/social-media-guidelines>

Ethics and Social Media (American Library Association's Code of Ethics):

<http://www.ala.org/tools/ethics/socialmediaqa>

AUC's Freedom of Expression Policy:

<https://www.aucegypt.edu/about/about-auc/freedom-expression-policy>

AUC's Code of Ethical Conduct:

<https://documents.aucegypt.edu/Docs/Policies/University%20Code%20of%20Ethical%20Conduct.pdf>

VIII. CONTACT INFORMATION

Responsible University Office: LLT Dean lltdean@aucegypt.edu

If you have any questions or comments about this policy or you would like to report a violation of the policy, please send an email to lltdean@aucegypt.edu, Dean.LLT@aucegypt.edu.