



Mattituck-Laurel  
**LIBRARY**

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## Social Media Guidelines Policy

### **Purpose**

These guidelines are meant to give staff members the tools they need to manage social media accounts, in keeping with the library's Social Media Policy. The Library Director has the authority to appoint and direct qualified, professional staff members to create and review content.

### **Guidelines**

#### *Social media accounts:*

Departments can establish, with the Director's permission, social media accounts they deem appropriate to maintain a professional standard. Mattituck-Laurel Library has met their social media goals using Facebook, X formerly known as Twitter, Instagram, and Youtube; however, other platforms can be considered if staff believe it would be beneficial to reach the community.

Social media accounts should be updated at least once a day, unless otherwise specified. Department heads are to send weekly content two weeks in advance to staff members appointed by the Library Director. They are to follow the weekly social media content calendar, each account will have its unique content. Staff members in charge of posting should use scheduling options provided by social media platforms.

Content creators should not be posting on the library's social media accounts unless you have received a written confirmation from the Library Director.

#### *Content of posts:*

Language used in social media posts should be conversational and professional. Captions should not be longer than a few sentences.

You may repost content from other sources if it involves Mattituck-Laurel Library or Mattituck-Laurel Library related content. When re-sharing, consider the source; if in doubt ask the Library Director.

Graphics and images should be made using Canva and are not the same as the flyers posted around the library, these are more likely to get the users' attention. Departments should try to

incorporate library colors and fonts (can be found under our Canva Brand Hub) wherever possible. If you need help designing and creating social media material, consider asking the Technology Librarian or Library Director for assistance.

Adopted 11/13/2023