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David Lee King, Digital Services
Director at Topeka & Shawnee County
Library, has established these
guidelines for staff who manage social
media. One rule of thumb, consult the
employee handbook for guidance.

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Also be clear about who can create
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the most impact. A strong social
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Social media can promote not just all

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aspects of the library service,
including online services and other
social media. Indeed, promoting
online resources is the best possible
use of social media as one can just
click directly onto the link to, for
example, A Library in Your Living
Room. There ' s no time delay

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between being told about a service
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Social media also lets libraries serve people who don't live locally. NYPL patrons must be residents of one of New York's five boroughs to get a library card. But with Insta Novels, Schnorr and his...

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Description: Like most social media management tools, eClincher allows you to schedule and publish posts, respond to social messages, and analyze your social media performance. Unique value: What

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libraries eClincher different from other
tools is that it enables you to auto-
post with smart queues and RSS feeds,
has a media library for your images,
and lets you search for social media
influencers.

~~The 25 Top Social Media Management~~

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Tools... — Buffer Library

Social media is an extension of the Library's traditional channels and the Library service values therefore apply.

Postings, comments and all online content should reflect the mission and values of the Library, and adhere to the guidelines and best practices

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outlined by the Toronto Public
Library.

~~Online and Social Media Policy :~~

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Sep 17, 2020 social media risk and
governance managing enterprise risk

Posted By Alexander

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