

MAPLETON LIBRARY AND COMMUNITY CENTRE

Communication

Communication channels: a medium through which a message or information is transmitted/flows to its intended audience as one or more receivers.

As with all interaction by a library volunteer, member or community representative, communication is of vital importance in ensuring message and information – be it person-to-person; letter-writing; talking to groups; storytelling; fax; emails; telephone; newsletters; text messaging; etc. - has the following attributes:

- Respectful
- Courteous
- Informative
- Succinct
- Helpful
- Clear
- Timely
- Relevant

The communication channels should reflect the attitudes of our Library volunteers, members and community. All channels should engage and inspire involvement. Social media channels have grown in diversity and number and increasing in importance in society. This document attempts to outline the management and use of social media channels, including Facebook, website, Instagram, Twitter etc. The Executive decides to use a particular channel under guidance from the members and volunteers.

General Guidelines for Social Media

The Mapleton Community Library manages accounts for Facebook and the Web. To effectively manage these sites and any others that are selected, the following general guidelines apply:

- A review of audience engagement and needs should be completed to improve social media interaction and guide the library's strategy.
- It is essential to say "Thank You" to the community, acknowledge new members, referrals, feedback, and followers on social media, attend events, contribute, and celebrate their interests.
- Identifying an administrator authorised to create new accounts and providing editing access to authorised person/s.
- The authorised person/s is/are responsible for updating, adding new content, and promptly responding to any audience responses.
- The administrator is also responsible for deputising the authorised person in cases where they are unable to continue to run the website or social media channel.
- The authorised person/s must ensure that content is current and pertinent to the Library.
- The authorised person/s must ensure that permission is granted by written consent (especially where children are involved) has been received in writing, allowing photographs with images of these people to be published on the website and social media.
- The authorised person/s must ensure that content is appealing to all demographics in the community.
- The administrator and authorised person/s must be up-to-date with everything happening within the Library, including the planned events, to ensure timely and accurate responses.
- Using third-party free apps (plus specific relevant websites) can enhance the Library website and Facebook content and create an interest for the audience. These should be included where appropriate.

The Library Website

The Library website (www.mapletoncommunitylibrary.com) provides essential information on the library's mission and vision, plus events, activities, resources, contact details, and fundraisers. The administrator manages the website hosting.

Procedure for updating the Website

- The basic theme of the website is 'Twenty Eleven', which should not be changed without the committee's consent.
- Events should be advertised on the front page and other relevant pages.
- The list of annual events should be checked and updated regularly, and outdated information should be removed as soon as possible.
- Once an event has been completed, it should be removed as soon as possible from the event list and the relevant page on the website and summarised and included on the 'Past Events' page.
- The website needs to be monitored for activity and reported by the administrator at every Library general meeting.

The Library Facebook Page

The Library Facebook page provides information about the library's activities, resources and events, allowing interaction and engagement with and amongst its members and community.

Procedure for updating Facebook

1. Facebook is a great social media tool for engaging with an audience (members and the community). Consequently, the authorised person should access and check the Library's Facebook regularly.
2. A high degree of interaction/engagement and fast response times are required between the authorised person and the audience. Once a week, minimal thought is more frequently preferred.
3. Response times to queries, posts etc., should be fast, within a specified time frame. If the authorised person is not able to respond in the usual time frame, then this should be advised so that the audience knows what to expect.
4. Post items only once or twice weekly so that your audience can handle the information.
5. This regular posting engages the audience and continues to place the Library front of mind.
6. A 'Facebook event' can be created to promote a Library event. Any updates on the event will appear on the newsfeed of those who have either liked or have said they will be attending the event. Any queries arising from the posting should be responded to immediately.
7. The event can also be used to effectively gauge participation at the event via the number of hits on the interested or attending buttons.
8. Divide the Facebook page into only two groups- volunteers and community members –including Library membership. This division must be closely monitored to ensure duplicate information, management issues and exclusivity do not prevail.
9. Facebook needs to be monitored for activity and reported at every Library general meeting for the administrator.
10. Polls are essential to determine the use and event success and to engage the community with their views and opinions on the Library services and function.

Special Note: Our library is based on a team environment with volunteers responsible for specific roles. Ensuring the relevant person/team provides that information with the expertise is essential.