WHO ARE YOU ONLINE?

Part 1

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#cilsocial
TYPES OF ACCOUNTS
From the Parody to the Professional
Parody Accounts

Fake Library Stats
@FakeLibStats
Tweets by a real librarian
📍 From a library near you
🔗 facebook.com/fakelibstats
📅 Joined November 2011

Banned Library
@bannedlibrary
The library that covers books that have been banned or censored or didn't get invited to prom.
📍 Under Your Boot Souls
🔗 bannedlibrary.com
📅 Joined April 2009

Satan Librarian
@SatanLibrarian
I don't cite my sources and I encourage you to plagiarize my tweets. Actually a librarian. IG is same name. Actually evil.
🔗 favstar.fm/users/SatanLib...
Personal vs. Personal

Professional vs. Professional

Christina Floriza
@rhymeswithibiza
Actor | improviser | cat lover | classical soprano | knitter | nap enthusiast | views my own | retweets not endorsements

Washington, DC  christinafloriza.com
1,220 FOLLOWING  758 FOLLOWERS

Tweets  Media  Likes

Alex Zealnd
@alexzealand
Web Editor/New Media Developer
@ArlingtonVALib. Quaker NYC/Vermont hybrid living in Northern VA. All opinions are my own.

Northern VA  arzealand.com
914 FOLLOWING  918 FOLLOWERS

Tweets  Media  Likes
Generational Changes

What already exists online?

• Posted by you/with your knowledge
• Posted of children & minors

Photo of Lennea at a college Halloween party—posted to Facebook
YOUR INSTITUTION’S VOICE

Who do you represent?
Your Institution’s Voice

What Do You Represent?
• What’s important to your community?
• Who do you want to connect with?
Johnson Co. Library
@jocolibrary
Likes: free access, old book smell, obscure words, geeking out. Dislikes: folded page corners. #Cardigans4Life
📍 Johnson County, Kansas
🔗 jocolibrary.org
🔗 28.2K Vine Loops

MIT Libraries
@mitlibraries
Supporting teaching, learning, research, and innovation at MIT and globally.
📍 Cambridge, MA
🔗 libraries.mit.edu
📅 Joined March 2009

Vancouver Public Lib
@VPL
Vancouver Public Library staff tweet daily on library happenings. Got a question? send us a tweet, email us at info@vpl.ca, or call 604.331.3603.
📍 Vancouver, Canada
🔗 vpl.ca
📅 Joined May 2008
One voice vs. multiple voices

• Do you have a group of people using the same account?
• Do you have an umbrella voice, with subvoices?
• Do you have unofficial sub-voices?
Official Sub-Voices

Same Guidelines:
• What do you represent?
• What is important to people who would follow this account?
• Who do you want to follow this accounts?
Unofficial Sub-Voices

heather muller
@heatheremuller
Joined June 2009
Tweet to heather muller

Jennifer Anne
@kidssilkhaze  Follows you
I like coffee, books, and yarn. My views are mine, but RT != endorsement
📍 DC Metro
🔗 jenrothschild.com
Joined June 2008

Nico Piro
@NicoEatsBooks
Teen librarian, book devourer and mixtape maker. (This account belongs to me, not my library)
📍 Joined August 2011
Tweet to Nico Piro
ONLINE RIGHTS & RESPONSIBILITIES

Preferences, responsibilities, consequences

Find more social media policies: http://www.socialbrite.org/sharing-center/directory-of-social-media-policies/
Advocacy vs. Activism

What Does Your Governing Social Media Policy Allow You To Do Or Say?

• About your library?
• About your community?
• About your governing structure?
Arlington County

• **Use official accounts for official business.** If you’re conducting official County business, use one of our official accounts. We have active accounts with YouTube, Flickr, Twitter, and Facebook. Be sure to use your County email address (not personal email).

• **Write what you know.** Ensure you write and post about your area of expertise, as it relates to your position in the County. Write in the first person. If you publish outside the County, use a disclaimer like this: "The postings on this site are my own and don't necessarily represent Arlington County’s positions, strategies or opinions.”
Using Social Networking Tools for Personal Reasons

All Washington Post journalists relinquish some of the personal privileges of private citizens. Post journalists must recognize that any content associated with them in an online social network is, for practical purposes, the equivalent of what appears beneath their bylines in the newspaper or on our website.
6. Don’t provide IBM’s or another’s confidential or other proprietary information. Ask permission to publish or report on conversations that are meant to be private or internal to IBM.

7. Don’t cite or reference clients, partners or suppliers without their approval. When you do make a reference, where possible link back to the source.

8. Respect your audience. Don’t use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in IBM’s workplace. You should also show proper consideration for others’ privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
Tools to Manage Multiple Accounts

• Anywhere: Multi-platform tools like hootsuite

• Desktop: Separate web browsers for separate accounts

• Handheld: Some apps allow for multiple accounts
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#cilsocial