

IFLA RSCAO Communications and Marketing Sub-Committee

Guidelines for updating RSCAO Web and Social Media pages

The IFLA Regional Section for Asia and Oceania aims to promote the library and information activities within its region, as well as the work of the Section through its web pages and social media tools.

The following guidelines provide direction for the Section's Web and Social Media (SM) communications.

General:

- In order to increase the Section's web presence all RSCAO members through the Information Coordinator/Web Editor (IC/WE), Deputy Information Coordinator (DIC), and Sub-regional Convenors are required to actively participate in its communications and marketing channels. The Chair and Secretary will provide support as and when required.
- All Sub-regional Convenors will provide brief write-ups of any major activities/events in their respective regions (with one or two photographs) to IC/WE for publication on the Section's web page.
- All Sub-region Convenors will promote such activities/events via the Section's social media channels of Facebook, Twitter and Flickr.
- The Secretary is requested to provide brief write-ups about the Section's meetings for publication on the Section's web page.
- The Section encourages members to share social media updates (Facebook, Twitter, Flickr) with its members, other interested individuals nationally, regionally and internationally, other IFLA sections and professional organisations.

Specific

Facebook (FB):

- In addition to the Information Coordinator, Deputy Information Coordinator, Chair and Secretary, all Sub-regional Convenors will be assigned 'the Editors' role which will allow them to edit the Section's page, send messages and publish on the Section's page. However they are requested not to create advertisements without the knowledge of the Section's Chair and IC/WE.
- Before posting a message, consider the value it adds or benefit it gives to the members and the Section.

- Focus on promoting the Section's activities such as conference sessions, mid-meetings, seminars, and calls for papers but also encourages promoting regional activities such as national conferences and major events of library associations.
- Promote minor events taking place in the libraries in which members work is discouraged.
- If mistakes are made in posts, acknowledge them and correct them immediately.
- Postings will be moderated, by the Deputy Web Editor to ensure that postings are within the focus and scope of the Section.

Twitter

The Section intends to use Twitter mainly as a broadcasting and promotional tool to showcase content already available in the Section's website/FB. For example, a new posting such as a call for papers on the Section's website, can be re/tweeted to followers

- Members are requested to share content from the Section's web page, Facebook, Flickr to their local lists and contacts.
- In particular, members are requested to post updates during the Section's open session, joint sessions, and mid-term meetings and seminars.
- Members are requested to tweet activities/events of a national significance rather than minor events internal to where the members work.

Flickr

The Section intends to use its Flickr account to share photographs of the Section's major activities/events and also events from the region.

- Upload quality photographs of events such as conferences, seminars, meetings, important news related to the Section and its region.
- Write an appropriate description/caption for each photograph uploaded.
- Include the Section's website or Facebook in the tag or description where appropriate.
- Include the name and city in the tag or description if the photograph is from a conference/meeting/session.

In addition to the above mentioned specific guidelines, it is expected that RSCAO members will follow the generally accepted best practices and etiquettes of social media.

IFLA SM guidelines - <http://ifla.org/social-media-guidelines>