Social Media Policy

The Mabee-Simpson Library’s social media objective is to promote library services and programs to the Lyon College campus using various social media instruments such as the Lyon App, Facebook, Twitter, Instagram, Pinterest, Tumblr, etc.

The library follows these policies when posting social media.

- The library identifies if it is posting for the library or the college. Any messages that might act as the “voice” of Lyon must be approved by the Lyon College Public Relations Department.

- Librarians consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date. An administrator monitors postings and creates content.

- Whenever possible, links connect back to the library’s web site and Lyon College.

- Posts on social media sites by librarians of Lyon protect Lyon’s institutional voice by remaining professional, tasteful, and friendly. The library’s social media sites do not represent the university as a whole. Names, profile images, and posts should link to the library rather than to Lyon College.

- The library’s social media administrator deletes posts from other parties that are unprofessional, in bad taste, hostile, or promote websites unrelated to the library.

- The library’s blog and web pages serve as the official log of activities, services, and events of the library.