

# **BUNKER HILL COMMUNITY COLLEGE LIBRARY AND LEARNING COMMONS**

## **TWITTER ACCOUNT GUIDELINES**

**Updated 2019**

Bunker Hill Community College Library's Twitter Account Guidelines reflect our role within Bunker Hill Community College (BHCC), Massachusetts Community Colleges (MACC), Association of College and Research Libraries (ACRL), and the American Library Association (ALA). This policy is shaped by best practices and values outlined by these organizations, as well as by social media guidelines of other academic libraries. In addition, our social media account(s) are subject to social media platforms' community standards, and therefore this policy document reflects adherence to Twitter community guidelines and content restrictions.

The Association of College and Research Libraries lists their Key Values as follows<sup>1</sup>:

1. Equitable Access to Information
2. Equity, Diversity, and Inclusion
3. Exemplary Service to Members
4. Global Perspectives
5. Integrity and Transparency
6. Intellectual Freedom
7. Responsible Stewardship of Resources
8. Transformation and Visionary Leadership

### **EQUITABLE ACCESS TO INFORMATION**

BHCC Library should advocate for, educate about, and protect people's equitable access to information.

This commitment to access is also a commitment to accessibility. We should prioritize information types which are accessible to people of all abilities. For example, whenever possible we should caption images for screen-readers, avoid text-heavy images, and use content warnings regarding sensitive content. Further, we should use our platform to boost the efforts and voices of disability activists and accessibility advocates in the library field.

Equitable access to information should also take into account economic barriers. We should prioritize research, articles, and information sources which are accessible to people of all economic situations. For example, whenever possible we should promote materials from publications that are not "pay-walled" and do not require subscription fees.

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<sup>1</sup> (Association of College and Research Libraries 2018)

## **EQUITY, DIVERSITY, AND INCLUSION**

Diversity acknowledges everyone exists, inclusion makes sure they have a place in the conversation, and equity works towards balancing the scales through actively acknowledging oppressive structures that marginalize groups and render them invisible. Importantly, these values are goals to continuously strive for, not goal-posts we can ever claim to have reached.

Library decisions with regard to collections, displays, and behavior policy do not exist within a vacuum; the speech and expression of marginalized peoples is widely suppressed on a cultural and systemic level.<sup>2</sup> To truly represent all viewpoints equitably, priority should be given to speech by people of color, indigenous people, LGBT+ people, disabled and neurodiverse people, people from the Global South, people of oppressed faiths and ethnicities, and other marginalized communities.

In order to support equitable freedom of speech for our diverse community, all users must feel safe to access our online space and to speak freely. This cannot happen when marginalized people are subject to abusive behavior including violence, harassment, or open advocacy for their abuse, torture, or death. Therefore, we have a social responsibility to establish and enforce behavior policy to protect the rights of marginalized people within library spaces.

To create and maintain an equitable and inclusive online speech, the following behavior will not be tolerated by the BHCC Library Twitter Account. These guidelines are in line with Twitter's community standards<sup>3</sup>

1. Posting images or video of graphic violence, especially without proper content warnings
2. Posting images or video depicting recently deceased individuals without the express consent of their loved ones
3. Engaging in sexual misconduct including sending unwanted sexual content, posting pornographic images or video, objectifying/fetishizing individuals or marginalized groups, or otherwise participating in sexual harassment
4. Making specific threats of violence or wishing for the serious physical harm, death, or disease of an individual or marginalized group
5. Engaging in targeted harassment of someone, or inciting others to do so
6. Inciting hate, promoting violence against, threatening, or harassing others who are oppressed on the basis race, ethnicity, cultural background, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, disease, or economic status.
7. Using images or symbols associated with white supremacist, white nationalist, neo-Nazi, neo-fascist, or anti-LGBTQ+ groups, or other hate groups targeting marginalized demographics.
8. Affiliation with aforementioned organizations, especially those that use or promote violence against civilians to further their causes.
9. Promotion of discrimination or prejudice against people or groups who are oppressed on the basis of race, ethnicity, cultural background, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, disease, or economic status.

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<sup>2</sup> (Anaya, et al. 2012)

<sup>3</sup> (Twitter, Inc. 2018)

10. Use of slurs or hate-speech targeting people or groups who are oppressed on the basis of race, ethnicity, cultural background, national origin, sexual orientation, gender, gender identity, religious affiliation, age, disability, disease, or economic status.

If this behavior is present in tweets tagging BHCC, in response to our tweets/retweets, or otherwise targeting BHCC Library staff or users, we will report the accounts engaging in this behavior to Twitter moderators. After the second offense, BHCC Library reserves the right to remove users from the space through blocking accounts directly.

### **EXEMPLARY SERVICE TO MEMBERS**

BHCC Library invites users to tag us or comment on our tweets. Contributors to BHCC Library's account should monitor the page and respond to user comments, tagged tweets, and direct messages as necessary on a daily basis.<sup>4</sup>

However, we are not obligated to respond to every tweet directed towards us. We cannot limit our responses based on the views expressed, but should prioritize responding to direct questions about BHCC Libraries hours, services, collections, and available resources.

We should respond publicly to negative and critical comments, then promptly direct the discussion to a private channel (such as Twitter's direct messaging or through email).<sup>5</sup> When responding to negative comments, always maintain a polite and friendly conduct and direct the user to sources of information or assistance if you can.<sup>6</sup>

### **GLOBAL PERSPECTIVES**

Our content should include local information, opportunity, and cultural expression within Massachusetts, and should provide equitable avenues to engage with the larger community outside BHCC.<sup>7</sup>

BHCC Library should also include global perspectives on librarianship and information science. It is important to follow library organizations, individual libraries, and influential librarians from around the world, not just from within our own nation. We should also be open to ideas expressed by other professional organizations beyond ALA.

Interacting with the global community necessitates awareness and accountability for racist, sexist, ethnocentric, heterosexist, cissexist, ageist, ableist, and classist biases.<sup>8</sup> Rigorous learning and self-critique is needed to interact responsibly as an institution, and reflects a willingness to grow and improve.<sup>9</sup>

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<sup>4</sup> (BHCC Integrated Marketing and Communications 2013)

<sup>5</sup> (Office of Communications, MIT 2018)

<sup>6</sup> (BHCC Integrated Marketing and Communications 2013)

<sup>7</sup> (Massachusetts Community Colleges Executive Office 1999)

<sup>8</sup> (Anaya, et al. 2012)

<sup>9</sup> (ACRL Intellectual Freedom Committee 2000)

## **INTEGRITY AND TRANSPARENCY**

All social media content is part of the permanent public record and subject to Massachusetts Public Record law.

In accordance with BHCC Social Media Policy, only authorized individuals may post on social media on behalf of BHCC Library. The individual should include their name and job title in all personalized communication (including in-depth responses to user questions, any direct messages, or any posts articulating an opinion rather than information).<sup>10</sup>

Always obtain consent from individuals, colleges, universities, or organizations before identifying them by name, trademark, or image. Always obtain explicit consent before posting any photos or videos including people.

It is always better to proofread and verify posts before making them, but occasionally there will likely be mistakes. Mistakes include presenting or promoting misinformation, perpetuating discriminatory views or bias, or making grammatical or formatting errors. BHCC Library should acknowledge and correct mistakes quickly.<sup>11</sup> If you choose to delete a tweet (or repost a revised tweet), indicate that you have done so.

## **INTELLECTUAL FREEDOM**

ALA's Intellectual Freedom Committee explain in their social media guidelines that publicly funded libraries which invite conversation on social media are legally considered to be designated public forums<sup>12</sup> This means that our Twitter account will be subject to the First Amendment. Viewpoint discrimination is not permitted. Our decisions relating to which comments and users we respond to, report, or block from our page may be under scrutiny and evaluated for viewpoint bias.

ALA's "Guidelines for the Development of Policies and Procedures Regarding User Behavior and Library Usage" includes the following passage:

There is a significant government interest in maintaining a library environment that is conducive to all users' exercise of their constitutionally protected right to receive information. This significant interest authorizes publicly supported libraries to maintain a safe and healthy environment in which library users and staff can be free from harassment, intimidation, and threats to their safety and well-being. Libraries should provide appropriate safeguards against such behavior and enforce policies and procedures addressing that behavior when it occurs.<sup>13</sup>

Behavior online which makes users or staff feel afraid or unsafe is a threat to intellectual freedom. All users have a constitutional right to access information, and this commitment to intellectual freedom requires us to create and enforce behavior policy which maintains BHCC as a welcoming space to all users.<sup>14</sup>

In line with these guidelines, we should enforce behavioral policies (through reporting abusive content and blocking repeat offenders) only when necessary to maintain a safe and welcoming environment.

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<sup>10</sup> (BHCC Integrated Marketing and Communications 2013)

<sup>11</sup> (Office of Communications, MIT 2018)

<sup>12</sup> (ALA Intellectual Freedom Committee 2018)

<sup>13</sup> (Intellectual Freedom Committee 2014)

<sup>14</sup> See: Equity, Diversity, and Inclusion section.

## **RESPONSIBLE STEWARDSHIP OF RESOURCES**

It is best practices to retweet content from the source instead of linking to the source. It is better to link to the source than to repost content independently with attribution. We should never repost content without attribution. When quoting someone else's work, use only short excerpts and credit the source.<sup>15</sup>

BHCC Library must adhere to laws governing intellectual property including patent, copyright, trademark, and fair use. We cannot use someone's brand, trademark, business name, or logo in a manner that leaves our brand affiliation ambiguous.<sup>16</sup>

BHCC Library cannot use Twitter for distributing hacked materials, spam or advertising products, or the promotion of commercial or private for-profit ventures.<sup>17</sup> BHCC Library cannot use Twitter to engage in unlawful activities.<sup>18</sup>

## **TRANSFORMATION AND VISIONARY LEADERSHIP**

Transformation is a value that reflects willingness to change. Librarianship as a field and study is continuously changing, and to keep up with these ideas, practices, and frameworks requires active following of information discourse. Following change-makers in the library world is an important part of learning the directions librarianship might take so that we're familiar with these concepts and issues as they're being developed.

The principle of visionary leadership is a commitment towards responsible transformation and positive change whenever and wherever possible. Taking part in these conversations means contributing to the shaping of librarianship.

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<sup>15</sup> (Office of Communications, MIT 2018)

<sup>16</sup> (BHCC Integrated Marketing and Communications 2013)

<sup>17</sup> (Twitter, Inc. 2018)

<sup>18</sup> Ibid.

Some recommended publications, groups, people, and hashtags to follow for starters:

Publications:

In the Library with the Lead Pipe (@libraryleadpipe)

Library Juice Press (@LibJuicePress)

Progressive Librarian

Groups:

Archives for Black Lives

NYC Radical Reference (@NYCRadRef)

We Here (@librarieswehere)

People:

April Hathcock (@AprilHathcock)

Chris Bourg (@mchris4duke)

Emily Drabinski (@edrabinski)

Whitney Buccicone (@icatalogthings)

Jennifer A. Ferretti (@CityThatReads)

They call me Stacy (@DarkLiterata)

foureyedsoul@scholar.social (@foureyedsoul)

Hashtags:

#CritLib

#CritCat

#FineFreeLibraries

#InclusiveInfoLit

#NetNeutrality

#NoHateALA

#SocialResponsibility

(Any current library conference hashtag)

## Works Cited

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