

## Website & Social Media Policy

### SLiC Website

The scottishlibraries.org website is made available to you by the Scottish Library and Information Council (SLiC). The website contains information, communications, software, photos, graphics and other materials collectively known as ‘content’.

- Content, including trademarks and logos, may not be used in any advertising or publicity without SLiC’s prior express written permission.
- Content does not, and may not be used to, indicate SLiC endorsement of, or affiliation with, any product or service.

### Events page

Events created, managed and funded by SLiC are posted on our main **Events Page**. Examples include information on our Annual General Meeting (AGM) and our Further Education Forum.

From time to time we also promote events held by our members on our **External Events Page**. SLiC welcomes content suggestions for our External Events Page, however we reserve the right not to upload content or images which we feel would not benefit or be of interest to our membership and/or website users.

### News Page

We use our main **News Page** to inform our membership and other interested parties about our latest developments. This includes news stories which involve SLiC partnership organisations. Occasionally, we upload member news which is of interest to the wider library community, on our **Membership News Page**. SLiC welcomes suggestions for our Membership News Page but reserves the right not to upload content or images which we feel would not benefit or be of interest to our membership and/or website users.

## Social Media

The Scottish Library and Information Council (SLIC) uses social media to post about our news, events, projects and research. We also post about external events and subjects we feel may be of interest to our followers.

SLIC welcomes feedback and suggestions from our followers. This allows SLIC to develop as a company and improve our services. Similarly, we are always interested in any information you think may be of interest to us.

We aim to respond to queries and messages posted on social media promptly. However we may not be able to reply individually to all of the messages we receive. The best way to get in touch with SLIC is via email at [info@scottishlibraries.org](mailto:info@scottishlibraries.org)

### *Please note:*

- We will remove any offensive or inappropriate comments or content.
- We will block anyone who repeatedly posts offensive or inappropriate comments.
- We monitor our Twitter, LinkedIn, YouTube and Instagram accounts during office hours (Monday to Friday). We will therefore aim to respond to any comments or queries within 24 hours (48 hours at weekends).

## Twitter

The SLIC Twitter account is managed by the SLIC Content & Communications Officer. If you follow us @SLIC1991 you can expect between 2-5 tweets a day covering some or all of the following:

- Alerts about new content on various different channels (for instance our website).
- Live coverage of professional events
- Timely information on various SLIC funded schemes and projects.
- Invitations to provide feedback on specific areas of work or topics of consultation.
- Information from our team about what they are working on.

We may occasionally use some automation, such as scheduling tweets or drawing content from feeds.

It is important to remember that Retweets (RTs) are not endorsements. If we RT something it is because we feel it is of potential interest to our followers.

## LinkedIn

The SLiC company page on LinkedIn offers a way for library professionals and interested parties to keep up-to-date with the latest news from the organisation. We are happy to receive comments, likes, shares and queries on our LinkedIn page.

## Instagram

SLiC uses Instagram to post pictures which we feel may be of interest to our followers. We welcome comments, likes, shares and suggestions on Instagram. However, shares of any posts/content are not endorsements. If we share something it is because we consider it to be of interest to our followers.

## YouTube

The SLiC YouTube Channel is where we post the latest videos relating to specific projects and policies. We also post footage from various SLiC events which take place throughout the year. Comments, likes, shares and queries are welcome.

## Who SLiC Follows

We welcome followers to our social media accounts however we will not automatically follow you back. This is to enable other social media users to find contacts we think are relevant to the library and information sector.

If we do follow you, it does not imply endorsement of any kind.

## Availability

Twitter, LinkedIn, Instagram and YouTube may occasionally be unavailable. We accept no responsibility for lack of service due to downtime.

## Copyright

We make every effort to ensure content shared on social media does not infringe any party's copyright or other intellectual property rights. If we have shared information which infringes your intellectual property rights, please contact [info@scottishlibraries](mailto:info@scottishlibraries).