



MADN-LIB

10 March 2014

**Library Policy Operating Memorandum No. 1-8**

**External Organizational Communication**

	<b>Para</b>
<b>Purpose</b> .....	<b>1</b>
<b>Responsibilities</b> .....	<b>2</b>
<b>External Communication Channels</b> .....	<b>3</b>
<b>Content and Tone</b> .....	<b>4</b>
<b>Proponent</b> .....	<b>5</b>
<b>Expiration</b> .....	<b>6</b>

1. **PURPOSE:** The United States Military Academy Library seeks to engage a broad community of users and friends located physically at West Point as well as throughout the nation and the world.

2. **RESPONSIBILITIES:**

- a. **Librarian and Associate Dean:** Coordinates and is responsible for all external communications made through official USMA Library channels.
- b. **Library Communications Team:** Schedules, prepares, and publishes communication and marketing material to promote library resources, programs, and initiatives. Advises on externally-facing websites and other communication channels.
- c. **Library Division Heads:** Identifies initiatives and ideas for coverage and appoints staff to the Communications Team.
- d. **Library Staff:** Assist to identify initiatives and ideas for coverage and participate in generating content (written/visual/etc.) as required.

3. **EXTERNAL COMMUNICATION CHANNELS:**

- a. **USMA Library Blog:** The USMA Library Blog is the primary external communication channel for the USMA Library. Appropriate and expected public uses for the Library Blog include:





- (1) *General News Items of Interest to or Affecting the Library* – Reminders about Library or post events and any general news information that it is good for us and our community to know about.
- (2) *Event Notices* – Information regarding events or training opportunities sponsored by the Library, or in some cases occurring in Jefferson Hall.
- (3) *Collection Information* – Information regarding our collections of both a general and specific nature that highlights use of our materials in the curriculum as well as broadening knowledge of the depth and breadth of materials available through the USMA Library.
- (4) *System Outages/Restorations* – It is expected that any known system outage affecting more than one individual will be posted to the Blog within 30 minutes (preferably sooner) of its identification. Restorations in service should also be posted.
- (5) *Project Updates* – Periodic reports on special initiatives and projects should be posted to the Blog.

The USMA Library Blog provides two channels of information through the same publishing platform. Individual posts can be tagged for staff view only, which allows us to simplify communication streams while maximizing our communication reach. Generally, unless there is a good organizational reason to restrict posts, content posted to the blog should be made publicly available. Select public posts may also be cross-posted to all USMA Library social media properties. Policies covering internal communications are covered in LPOM 1-7.

All staff may be asked to help contribute content and material, though all articles, images, or other materials published to the blog will be done so without direct attribution and under the name of USMA Library. As such, all contributions may be edited to conform to the institutional voice of the blog. Whenever possible, staff contributing content will be consulted on any significant edits or changes to contributed content.

- b. **Social Media Channels:** USMA Library maintains a Facebook page, Twitter account, and Tumblr site. These channels carry targeted messages that enhance communication with external constituents and generally carry content designed to encourage engagement with USMA Library and our resources, services, and





programs. Where appropriate, use of social media channels should be coordinated with the USMA Library Blog to provide a unified and complementary suite of information sharing channels. Generally, content for each channel (Facebook, Twitter, Tumblr, etc.) should be custom designed and delivered for that platform.

- c. **Digital Signage:** Digital signs within Jefferson Hall are designed to offer visitors useful and timely information regarding events, programs, and activities of USMA Library.
  
- d. **Other Physical Signs and Placards:** Any other notices, signs, placards, or bills posted in Jefferson Hall will comply with LPOM 2-7 for content and location.

4. **CONTENT AND TONE:** All content posted to official USMA Library communication channels will conform to professional standards and all relevant federal government, Department of Defense, and U.S. Army policies and regulations. In addition, all content will adhere to the following practices:

- a. Be professional and respectful. Anything posted in an official communication channel reflects on the USMA Library, U.S. Military Academy, and U.S. Army. As such, be professional, accurate, and intentional with your comments and do not engage in emotionally charged exchanges.
  
- b. Be appropriate and authorized for public release. The following restrictions apply to all content published through USMA Library communication channels:
  - (1) Content must not be classified, sensitive, or FOUO information.
  - (2) Content must not be defaming, harassing, intimidating, threatening or promote discrimination against any other person or entity.
  - (3) Content must not be repetitive (e.g. chain mail content).
  - (4) Content must comply with copyright law and restrictions, and must not be obscene or legally-objectionable.
  - (5) Content must not be commercial or political in nature.
  - (6) Content must not be designed to solicit gifts.
  
- c. Be active, timely and responsive. Social media requires intentional effort to be successful. Content should be regularly added and the channels should remain fresh





- and engaging. Engagement through post sharing/comments/dialogue is encouraged as social media is not a one-way channel for communication.
- d. Separate personal from professional. Content that you might share on a personal media site may not be appropriate for sharing through an official USMA Library channel.
  - e. Be properly cited. All content should conform to the same standards of citation that we enforce for cadet and faculty academic work as noted in the Dean's Documentation of Academic Work.
5. **PROPONENT**: The proponent for this Dean's Policy Operating Memorandum is the Librarian and Associate Dean, USMA, USMA Library, Office of the Dean, MADN-LIB, x3833.
6. **EXPIRATION**: This policy is enacted on 10 March 2014 and is effective until superseded or rescinded.

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