



## Library Services – Social Media policy

LJMU Library Services uses Twitter and Facebook as its two main social media platforms. These will be used to promote news items and stories relating to our services, resources and collections. These accounts will be operated in accordance with the LJMU Social Networking Statement ([www.ljmu.ac.uk/personnel/87114.htm#S](http://www.ljmu.ac.uk/personnel/87114.htm#S))

The @LJMUlibrary Twitter account is managed by the Library Services Managers and the Library Supervisor Team. The LJMU Library Facebook account ([www.facebook.com/ljmulibrary](http://www.facebook.com/ljmulibrary)) is managed by the Library Services Promotions Committee.

If you follow us you can expect 10 - 15 tweets and posts per week covering topics such as:

- Alerts about changes to existing services, such as outages and scheduled downtime;
- Invitations to provide feedback, in general and about specific aspects of the service;
- Information about new services and developments;
- News items and details of events including media coverage;
- Retweets of other @LJMU Twitter accounts.

### Availability

We will monitor and update our accounts between 8.45am and 11pm Monday – Friday, and 10am – 8pm at weekends, excluding Bank Holidays and University closed days. 100% of feedback received via Twitter and Facebook will be responded to within 1 hour during these times.

### Following

We will not automatically follow new followers back, and being followed back doesn't imply any endorsement of any kind.

### @replies and direct messages

We will engage in conversations where possible but we cannot guarantee to reply to all messages. All @replies and Direct Messages will be passed on to the appropriate party with the offer of an opportunity to engage.

Using social media channels is an immediate way of connecting with us but is only one of a number of methods of contacting us. You can also contact us using our online help form <http://www.ljmu.ac.uk/offcampus/helpform.asp> , or ringing 0151 231 3179.