



# The Chinese American Librarians Association

## Guidelines for CALA's Social Media

The Chinese American Librarians Association (CALA), is a professional non-profit organization which promotes better communication among Chinese American librarians, supports the development of Chinese and American librarianship, and also serves as a discussion forum for these librarians. CALA encourages its members to actively participate in social media and other online communications.

### Introduction

CALA currently has several social media channels, including the CALA's Public Facebook page, "CALA Members and Friends" Facebook Private Group, WeChat, LinkedIn and YouTube Channel. CALA's Facebook page started in June 2012 and was created by Sai Deng with the then CALA President Min Chou. CALA's YouTube Channel was created in June 2013 by Sai Deng to initially host a video featuring Dr. Hwa-Wei Lee. CALA's WeChat space was created by the then CALA Vice-President Lian Ruan on Dec. 5, 2014. "CALA Members and Friends" Facebook Private Group was formed in April 2017 and the CALA LinkedIn Group was created in May 2017 by the Social Media Group members including Sai Deng, Melody Leung, Chenwei Zhao, Anlin Yang and Min Tong. The purpose of maintaining various channels is to meet our diverse members' needs and offer up-to-date platforms for information distribution, sharing and networking.

### Some Basic Information of the CALA's Social Media Channels

<b>CALA Facebook (Public Page)</b>	<b>Shortened Link:</b> <a href="http://bit.ly/1pOfFTI">http://bit.ly/1pOfFTI</a> <b>Full Link:</b> <a href="https://www.facebook.com/pages/CALA-Chinese-American-Librarians-Association/281336511932864">https://www.facebook.com/pages/CALA-Chinese-American-Librarians-Association/281336511932864</a>
<b>CALA YouTube Channel</b>	<b>Full Link:</b> <a href="https://www.youtube.com/user/CALACHannel">https://www.youtube.com/user/CALACHannel</a>
<b>CALA WeChat</b>	Group exceeds 100 members. Additional members must first be invited by existing members in order to join.
<b>"CALA Members and Friends" Facebook Private Group</b>	Follow the URL <a href="https://www.facebook.com/groups/423045741400053/">https://www.facebook.com/groups/423045741400053/</a> to join
<b>CALA LinkedIn Group</b>	<a href="https://www.linkedin.com/groups/12047408">https://www.linkedin.com/groups/12047408</a>

## Goals

Follow platform guidelines to create CALA's social media presence in a collaborative, unified and consistent way. All CALA members can contribute postings to CALA's social media channels and join online discussions in these communities.

## General Guidelines for Posting

- Be genuine and authentic and responsible for what you write.
- Respect your audience in posting news, events, and other messages.
- Exercise good judgement in making statements or comments and avoid bias and prejudice.
- Understand the concept of community in sharing and receiving information and connect with others.
- Understand copyright and fair use. Give credits to your news resources in sharing and forwarding information, such as those selected from the CALA Listserv. If sharing from other communities, you may need to get permissions sometimes.
- Remember to protect confidential or proprietary information.

## Specific Guidelines for CALA's Social Media Channels

### CALA's Facebook

- **Community focus:** CALA members and friends, including other ALA caucuses, the library community, general audience
- **Goal:** Dissemination of CALA news and announcements, promote CALA and generate general interest in CALA, network with other librarians, library organizations and the public
- **Language to use:** English, and occasionally a mixture of English and Chinese
- **What to post:** CALA announcements, news and events, committee calls, news selected from CALA Listserv, news from IFLA, other library organizations or libraries, and the Chinese Americans community
- **How often to post:** one to a few postings each week
- **Who can post:** administrators, editors can post representing CALA; general public with a Facebook account can comment and post as themselves
- **Administration and roles:** Co-Administrators, Editors, Moderators.  
Administrators: can manage page roles and settings, edit the Page and add apps, create and delete posts as the Page, send messages as the Page, respond to and delete comments and posts to the Page, remove and ban people from the Page, create ads, view insights and see who published as the Page.  
Editors: can do all of the above except manage Page roles and settings.  
Moderators: can moderate and approve memberships, visitor postings, remove posts, remove and block people, and view support inbox.
- **How to post:** Administrators and editors post as the Page "The Chinese American Librarians Association."  
Visitors post with their own identities and Facebook accounts

- **Past or ongoing series:** Postings on a specific theme or topic can be posted consecutively. Some examples of the past series are: One Book Per Day by Authors of Chinese Descent, 40 Quotations in 40 Days and #resourceoftheday in #openaccessweek. This type of series can help promote CALA programs and generate great interest.

### CALA YouTube Channel

- **Community focus:** the library community, general public
- **Goal:** Introduce prestigious or interesting Chinese American librarians, share events and programs of CALA, promote CALA and its image
- **What to post:** Videos created by CALA groups and members, or Chinese American librarians
- **How often to post:** occasionally, when video available
- **Administration and roles:** Co-Administrators
- **How to post:** Administrators can log in to post videos. CALA members who're interested in posting videos in CALA's YouTube Channel should contact the Administrators.
- **Past or ongoing Series:** Telling Chinese American Librarians' Stories

### CALA WeChat

- **Community focus:** CALA members and friends, including librarians from mainland China, Taiwan and many other places
- **Goal:** Network with CALA members and librarians from Chinese-speaking countries and areas, with Chinese background or interested in Chinese culture, promote CALA, build a sense of community
- **Language to use:** a mixture of Chinese and English
- **What to post:** Any information a group member including a CALA officer feels like sharing, can be library, librarian, CALA, society or culture related
- **How often to post:** Spontaneous sharing among group members
- **Who can post:** Any member in the group
- **Administration and roles:** Administrator, members
- **How to post:** The Administrator and all members are free to post messages online at any time and place

### "CALA Members and Friends" Facebook Private Group

- **Community focus:** CALA members and friends, with a global perspective
- **Goal:** Network with CALA members and librarians around the world and promote CALA
- **Language to use:** English, or Chinese with English translation (preferably)
- **What to post:** Any information a group member feels like sharing, can be library, librarian, CALA, the library community, society or culture related
- **How often to post:** Spontaneous sharing among group members
- **Who can post:** Any member in the group
- **Administration and roles:** Administrator, members

- **How to post:** The Administrator and all members are free to post messages online at any time and place

#### **CALA LinkedIn**

- **Community focus:** CALA members
- **Goal:** Network with CALA members to know each other professionally and get more career opportunities
- **Language to use:** English (preferably)
- **What to post:** Information on CALA's programs, activities or the library community and information related to career development and opportunities
- **How often to post:** Spontaneous discussions can be started by any group member
- **Who can post:** Any member in the group
- **Administration and roles:** Administrator, members
- **How to post:** The Administrators can post information and all members are free to start a conversation at any time and place