

Policy No: N-2

Subject: Social Media Editorial Board

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Effective Date: 1/27/18

Revision Date(s): 6/22/19

Date(s):

Review Responsibility: AASL Board of Directors

Policy Statement: The AASL Social Media Editorial Board works with the Social Media Editorial Board Chair, Social Media Posting group, and AASL Staff Liaison to ensure posted content is relevant, current, and reflects the needs of AASL's diverse membership. The Social Media Editorial Board should ensure content posted engages members and perspective members, encourages community, and builds a personal learning network for the profession.

Focus:

Primary: Social Media Editorial Board, AASL Staff

Secondary: Social Media Posting Group, AASL Board of Directors, AASL Membership

Purpose:

To define roles and responsibilities of the Social Media Editorial Board.

Procedure:

Committee composition:

1. The Social Media Editorial Board chair is appointed by the AASL President-Elect for a two-year term. Prior Social Media Editorial Board experience is required. The position of chair is limited to two consecutive terms. Member may resume chair position after one year off the Social Media Editorial Board.
2. The Social Media Editorial Board should consist of 4 members appointed by the President-Elect. The position is limited to two consecutive terms. Appointments should be staggered to maintain continuity on the Editorial Board.
3. The Social Media Editorial Board will also include the ex officio positions of an AASL Staff Liaison and AASL Board Liaison.

Editorial Content

1. Working with the AASL Staff Liaison, the Social Media Editorial Board will scan social media platforms and other media outlets to identify trends and issues within the school library profession. Each Editorial Board member will have specific topics to scan for which may include but are not limited to: transitions in technology; federal legislation; library research; book/author news (honors, milestones); research on young people, parent and family; and ALA and AASL initiatives (i.e. AASL Standards).
2. The Social Media Editorial Board will offer insight and suggestions to the Social Media Posting Group for curation and sharing via AASL social media platforms.
3. The Social Media Editorial Board will be responsible for maintaining the Social Media Posting Group:
 - Applications for the Social Media Posting Group will be accepted on a continual basis.

- The Social Media Editorial Board will review applications and approve members of the Social Media Posting group as needed to maintain a group of five active posters.
- Members of the Social Media Posting Group will sign writing agreements for terms ranging from no less than three months to no longer than 12 months. Terms may be renewed as determined by the Social Media Editorial Board.
- The Social Media Editorial Board will remove and replace inactive members of the Social Media Posting Group as needed.

Non-Editorial Content

1. The Social Media Editorial Board will be responsible for identifying trends in social media, reviewing new social media platforms, and making recommendations for new AASL social media channels.
2. The Social Media Editorial Board will follow the procedure for monitoring and responding to social media inquiries as identified in AASL Policy [N-1: Social Media Policies and Guidelines](#).
3. The Social Media Editorial Board will promote AASL social media content within their professional networks and school library community.
4. The Social Media Editorial Board will oversee the School Media Recognition Program.