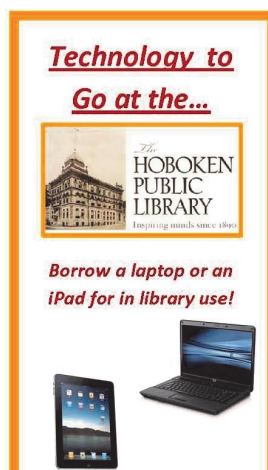


## Writing Policies for Technology Lending

*By Lina Podles, Director,  
Hoboken Public Library*

We librarians proudly hang the banner of innovation over our doorways. We do this by continuously expanding what our libraries offer. We host events. We teach classes. Above all, we stay current which, today, means keeping up with the ever-growing world of technology and figuring out how to make it available to our users.

In January 2011, the Hoboken Public Library implemented an exciting technology lending program. But before it launched, we had many things to think about. What would be the goals of that program? What kind of technology were we going to



*A promotional bookmark*

offer? Would these devices circulate and, if so, how?

One of our primary goals was

to offer our library users the opportunity to experience new technologies. In my initial discussions with a selection of senior staffers, we felt we could best do this by concentrating on only a few devices. What we finally purchased were laptops, an iPad, and various e-readers including Amazon's Kindle, Sony's Reader, and Barnes & Noble's Nook. Next came

*(Continued on page 4)*

## Review Existing Policies: They Might Be Outdated

*By Mary C. Martin, Director,  
Long Hill Public Library*

To be truly useful, a policy manual must change with the times, reflecting the mission of the library and the changing needs of its users. A library policy manual should not be a document that you finish and then file away on a shelf, unread and lonely, for 10 years. It's essential to regularly review and update your policies! In my library, the board reviews our policy

manual every 3 years. But other events can trigger a review or "audit" of your manual, such as encountering a problem that can't be resolved through your current policy, a building project or new strategic plan, a change in your collection, or even being alerted to problems that other libraries are having.

I'll share some examples of these situations to prompt you to review your existing policies.

*(Continued on page 10)*

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## Message from the PRESIDENT

### Litmus Tests for Policies

I always apply this litmus test to every library policy that's proposed: Can it be enforced consistently and fairly?

I know that if a proposed policy has not been vetted with the library staff beforehand, especially with those members who will be responsible for implementing it, the risk of not passing the test could be high. For example, at Middletown Township's main library, where I work, the policy that borrowers must present their cards is necessary to make our self-service checkout work efficiently (at 75–85% without staff assistance). This policy has big-time ramifications for staffing expenses. If my branch personnel give borrowers special exemptions to this policy (we call it "going rogue"), then the entire organization suffers from inconsistency. This is not the "foolish consistency" of which Ralph Waldo Emerson writes, but one which has a bearing on the library's ability to control costs. But it is probably our, and many other libraries', most difficult policy to enforce consistently and fairly.

Here are more litmus test suggestions:

- Is the policy addressing the big picture or a small or isolated incident? Avoid the latter, unless you see it as being the tip of a trend to watch.
- What local precedent or practice can you refer to?  
One excellent source is to compare with the local school system (if you are in a public library) or with a peer college or university.
- Does your implementation date give you time to develop and test procedures or training needs?  
An example from my is a new policy on drug tests and background checks for new employees, which meant making many outside contacts, with groups like police departments, to set up accounts.
- Do you have a review protocol?  
Policy is not written on stone tablets. You should review all new policies at 6

months and at 1 year, and be willing to make changes. Circulation policy should be reviewed annually.

• How will a new policy be communicated to the staff and public?  
¡Muy importante! Not being told of changes in library policy is the first point argued by the public, and rightly so. On the other side of the equation, staff who are left out of the training will have morale problems in addition to not being in-the-know.

• Have you rushed the process?  
Policy making today has a longer tail than ever before, in my humble opinion, which is based on 40 years' experience as a librarian. In the olden days, I would research similar policies in other libraries, document the need, and draft a recommendation for a board approval. Presuming that I'm not getting dumber, the process now takes two to three times longer. It's the inclusive, grassroots environment we work in now where everyone has to participate from the ground up, buy in, and have their say about the wording. Keep your credibility high with your governing body and your public by being proactive but thorough; that's a challenging balance to achieve.

• How does this policy mesh with your principles as a librarian?  
Back to Emerson on this one: "Nothing can bring you peace but the triumph of principles" (from *Self-Reliance*).

At NJLA, policy making is inclusive. Recommendations can come from committees and sections or from the Executive Director. The Executive Board will look to these sources for drafts, and it is not unusual for such drafts to take several months to work back and forth before they are approved.

Board and committee meetings are open to our members, who have an opportunity to comment on all such matters. In fact, it's more than that—you have my personal invitation to participate at this level, in person or in writing. Your opinion matters!

Susan O'Neal

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## Letter from the EXECUTIVE DIRECTOR



### Library Ecosystems at Work

When I first heard the phrase “library ecosystem,” I thought it referred to some kind of movement to create green libraries, or at least to the impact of environmental issues on library services. However, I soon learned that wasn’t the case. Jim Rettig, who was president of ALA during 2008–2009, used this term as part of his presidential initiative to stress the interconnectedness of the library community to broad issues that impact the entire profession.

Too often, we in the library community put ourselves in professional silos. We are concerned only about what happens to our particular type of library—special, school, public, or academic. We feel, “If it is not in my backyard it doesn’t impact me.”

During his year, Jim tried to make us see that wasn’t the case. To ensure our viability as a profession we needed to act in support of each other. We are all interconnected. What happens to one type of library impacts the entire library community. We are not in this alone.

Let me share Jim’s thoughts on this topic taken from an ALA website: “I think of our school, public, academic, and other types of libraries as parts of an integrated library ecosystem. If one part of the system is threatened or suffers, the entire system is threatened and suffers. Libraries offer incredible lifelong learning opportunities, and yet no one type of library can deliver learning opportunities from cradle to grave. But, through our overall library ecosystem, we do offer these opportunities in abundance along with the promise of lifelong learning for every individual.”

I think that is a very powerful statement. Today Jim’s challenge of creating an ecosystem is being put to the test and the current ALA Presi-



Jim Rettig

dent, Molly Raphael, has taken up the challenge.

The issue before the library community at this moment is getting school libraries recognized in the Elementary and Secondary Education Act (ESEA), which is the nation’s most important federal K–12 education law. This is not the responsibility of just our school library community, but of the entire library community. As Molly said in a recent message to the ALA membership, it’s “all hands on deck.” This has to be a priority of the entire library community to succeed. If we fail, this could doom school library programs forever. That is not an exaggeration. Without school libraries, our entire library (yes, I am going to say it) ecosystem will suffer tremendously. How will public libraries react to the influx of students looking for curriculum support? How will students be prepared to do library research at our academic libraries? And, most importantly, how will we create an information-literate society without strong school library programs?

Molly has launched a Special Presidential Task Force on School Libraries, which is an unprecedented effort by ALA to bring the expertise and skills of many of its units to work together on one advocacy issue. It is clearly an example of the ecosystem at work. I have been appointed the co-chair of this task force with Susan Ballard, President-Elect of the Association of School Librarians (AASL, a division of ALA). I have to admit, I feel it is a daunting task, but also an extraordinary opportunity. If we build the right connections with each other now, this will serve as a foundation for all future advocacy initiatives within our profession. The voices of an entire library community can resound with a positive message on the importance of library services at all stages of life—the ecosystem at work.

Are we ready for the challenge? I say yes. So when the call goes out to support school libraries, respond as though the future of your own library is at stake—because it is.

Pat Tumulty



## Note from the EDITOR

### Policies: Friends or Foes?

The word “policy” has a slightly negative connotation. I feel that most people think of a policy as something that tells them what they cannot do, because policies are often created to address problems. However, policies also tell us what we *can* do. When you can spin it that way, people are more likely to agreeably adopt them.

There are hundreds, maybe thousands, of Do and Do Not rules in libraries. Many of the challenges I hear about have to do with autonomy among branches in the same system (be they public, academic, or special library systems). When someone tries to implement consistency, employees outside the headquarters buildings often chafe. Everyone wants their own ways, their own looks, their own voice.

I think it’s important to explain *why* a policy is necessary. Sometimes, getting staffers to play by the rules can be as simple as sharing a story about how a procedure came to be or about what could happen down the line if it’s not followed. Being open and transparent greases the wheels of cooperation.

Library users can also resist your rules, and the same advice applies to them. Explaining “We do it this way because ...” will usually work better than “That’s just the way it is.” It may also help to remind them that there are many reasons for policies: abiding by the law, making things consistent, preventing a past problem from arising again, avoiding theft or damage, and protecting peoples’ rights.

Still, it’s important to recognize the difference between reasons and excuses. There are times when past policies just don’t make sense anymore, and it’s vital not to keep following every rule “because that’s the way we’ve always done it.” Revisiting and revising policies is necessary to ensure that your library remains relevant. The articles in this issue will prepare you to do that.

Kathy Dempsey



(Continued from page 1)

### ... Writing Policies for Technology Lending

the fun part—learning to use them. And after that, we faced the most difficult part—developing the lending policies.

We developed each policy based on our goal in offering each particular device. For example, we bought the laptops because, though we've offered 2-hour-long sessions on our desktop computers for many years, we had no way of allowing our patrons to reserve a computer for a full day of use. This limited our patrons' ability to take tests, work on writing projects, and do extensive research. With the laptops, they could do all of this easily within the building where they could supplement their research with our print resources and our librarians' assistance and expertise. Thus the laptops called for a policy centered on in-house usage.

When choosing to purchase an iPad, which was a relatively new device, we intended to offer our users the opportunity to become familiar with how it worked and what its capabilities were so they could make informed decisions as to whether to invest in iPads themselves. Once again, we felt we could meet this goal by developing a policy that allowed our patrons to reserve the device for a whole day of use in-house.

The advertisement is a colorful flyer for The Hoboken Public Library. At the top, it says "The Hoboken Public Library" in white text on a blue background. Below this is a photo of the library building. Under the photo, it says "Now Offers ... TECHNOLOGY TO GO ...". The middle section features a yellow background with the text "Check out a SONY, KINDLE or NOOK EREADER with your free library card!". Below this, it says "Borrow a Laptop or an Ipad for in library use!" and shows images of a laptop, a Kindle, and an iPad. The bottom section has a blue background with the text "Free Downloadable Ebooks & Music too!" and a yellow banner that says "Your Free library card is a link to the past and a step to the future ...". At the very bottom, it lists the library's address (500 Park Ave), website (www.hoboken.bccls.org), and phone number (201-420-2346).

Here's an ad for our lending program.

For those patrons in particular, it made sense that we allow our e-readers to circulate. At the same time, we felt it was important to be available to assist users with downloading books and using each device. As we developed a circulation

policy, we had to decide on the minimum length of the borrowing time that would allow users to grow comfortable with the e-readers.

While making these decisions, we researched the procedures used by other libraries. We weren't able to find much in terms of written policies or online links, so we sought out the few librarians who had experience with technology lending. But everyone was in the same early brainstorming stage we were in. After all, we were pioneering something for public libraries. At one point, I reached out to academic libraries as they had more experience with e-reader and iPad lending programs at that time.

After I made the final determination about which devices to offer and what the service goals would be for each, the reference staff and I began concentrating on security and accountability issues for this new, expensive equipment. One of the most difficult decisions for me was whether to require a monetary deposit for the borrowed equipment. Without it, how could we ensure that all users would return the equipment? But with it, were we limiting use to those who could afford to put the deposit down? We ultimately decided to take the deposit, since we felt that we needed to enforce the responsible use of devices if we were to continue to provide them. We sought input and advice from the board members in finalizing the policy.

Another stumbling block was how to ensure that patrons keep the content of our preloaded Kindle intact. One library we consulted allowed patrons to download one title per borrowing period in order to build a collection driven by patron interest. We considered this, but ultimately decided to keep Kindle collection development the prerogative of the library staff, since our preloaded readers have proven to be the most popular item on our technology lending list. (In fact, we are planning to purchase more devices for the program.)

Most library policies are written with the idea that they will be in place for many years to come. This is probably not the case here. With rapid development and new devices on the market all the time, I expect these policies to be revised quite often as we add to and revise the service. We are currently in the process of adding a preloaded Kindle to our youth services department. In the beginning, the device will be for in-house use, although this may change as teens get used to caring for the Kindle in a responsible way.

You'll notice that in describing this whole process, I say we more often than *I*. To me, involving staff in the policymaking process is a must. It gives employees a sense of ownership regarding our policies and enables them to comfortably provide policy support and explanations. When it came to introducing this new technology program, we had a number of brainstorming sessions with the full reference staff before finalizing the plan. It required the creativity, flexibility, and cooperation of a great team. That team is proud of the innovative program that evolved and the policies we have put forth to help deliver this new service to our community.

**Lina Podles** has been the Director at the Hoboken Public Library for 10 years. She holds an M.L.I.S. from Pratt Institute and the equivalent of Master's degrees in Russian and English Languages from Teachers College and University in Latvia. Her email address is [podles@bccls.org](mailto:podles@bccls.org). ▲



## Do You *Really* Need a Policy?

By W. Keith McCoy, Assistant Director,  
Somerset County Library System

It's happened to me so many times. An irritated staff member appears in my office doorway and declares, "We need a policy on ..." Whoa. Stop right there. Maybe we *don't* need a policy. Maybe the problem that has prompted this visit can be handled in other ways. Here are five points to consider before you leap into writing and legislating.

**1. Is this an incident or a pattern?** Simply put, if you wrote a policy for every problem that arose, you'd have more policies than your staff could keep track of. Moreover, you would be spending a lot of time addressing what could be a one-time thing. A pattern would help you craft a better response: The more data you have, the better your answer will be. Sometimes, what you need is good judgment and a willingness to employ that judgment, rather than a piece of paper to hide behind.

**2. What do we have already that might address this?** Often there are policies (or, more likely, policy votes or statements) that have been approved by your board, but never collected or posted. Sometimes an issue occurs so infrequently that staff forget there is a specified remedy for it already, or new staff have never been made aware of it. You should have all of your library's policy statements and policy votes collected in one place for staff to access (e.g., loose leaf folder, wiki) so they can be referred to when necessary; an index or keyword access to the policies would be useful, too. A policy that is only found in the director's office or the board minutes might as well not exist.

If you do not have such a collection at hand, you should go back through your board minutes for the past 7 years and compile those policies and votes, as well as review older policies for their continued application. Anything older than 7 years most likely needs revision.

**3. Are there any local, state, or federal regulations that might address this?** Any policy you might come up with is automatically superseded by local ordinance, as well as by state and federal regulations and laws. What may seem like a local issue may actually be a matter of civil rights or regional policy. You need to be careful not to implement something that

is illegal or that would get slapped down by the courts or other authorities. Check the existing laws at all levels of government.

**4. Who else has this problem, and how have they handled it?** Chances are, there's at least one other library with this problem. Make a few inquiries to your colleagues to see what they've done. Some may already have instituted a procedure, rather than a policy, for dealing with this same situation.

A procedure is an administrative directive outlining how staff should act in certain situations. It does not require board approval because it falls under the managerial responsibilities of the director: It is about how the library operates from day to day, which is what a board hires a director to do. It carries less weight than a policy because it may not deal with a major issue (for example, how to close up the building at night is a managerial procedure, not a board policy decision), and because it has not gone through the legislative process of having a governing board review and adopt it. A procedure can also be generated more quickly, and might be used as an interim step pending the more formal board approval. As a rule of thumb, boards set policies, staffers implement policies.

**5. What is our desired outcome?** Policies are written so that all staff members can apply the same answer to the same situation. It takes away individual judgment and substitutes a code of action. It allows for an evenhanded approach to common problems. A policy should outline who is responsible, at which level, and within what time frame. Sometimes, the demand for a policy is really a request to have a situation dealt with at a higher level. A good policy empowers staff to act at the appropriate level of responsibility. Policies should not be used by anyone, including management, to duck their duties.

Sometimes you *do* need to create a policy. Sometimes you already have the ammunition and you just need the appropriate staff member to implement it. Before you start any creative writing, make sure you *really* need another policy. Chances are, you have enough already.

**Keith McCoy** is the Assistant Director of the Somerset County Library System, and was previously director in three communities over 25 years. A graduate of Harvard and Drexel Universities, he served four terms as NJLA Treasurer, among other leadership roles. His email address is [kmccoy@sclibnj.org](mailto:kmccoy@sclibnj.org). ▲

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# Teaching the Next Generation of Library Policy Makers

By Nancy Kranich, Lecturer and Special Projects Librarian, Rutgers University

A student came to my Information Policy class in the Rutgers M.L.I.S. program wondering whether I would teach her how to develop library policies. I responded that this was not the focus of the course, but that she would learn many of the laws, regulations, and court cases that underlie local policies. As librarians in New Jersey contemplate writing social media policies, we need to recognize the broader information environment driven by the U.S. Constitution—particularly the First and Fourth Amendments, as well as the ethics, laws, and legal cases that shape library practice. What is also essential is applying our core value, intellectual freedom—a value threatened when either freedom of expression or access to ideas is muted.

In recent years, substantial legislation and litigation has focused on digital information and communication technologies related to such issues as privacy, filtering, gaming, Web 2.0, cyber bullying, and the digital divide. An understanding of our constitutional legacy and ethical responsibilities is essential when we develop local policies related to digital technologies—policies not universally popular but reflective of our core values and legal constraints.



Social media offers extraordinary opportunities for accessing, creating, and sharing information, including library, educational, and civic resources that help Americans learn and participate in democratic discourse. Young people in particular have embraced these communication vehicles to interact with their friends, join online communities, and express ideas. Yet, the advantages of online interaction can diminish when people, particularly young people, become vulnerable to cyber bullying, predators, and the loss of personal privacy. Such unfortunate threats can lead to new laws like the cyber bullying statute passed by the New Jersey legislature after a student committed suicide when his college roommate allegedly streamed video of him in a sexual encounter.

Local policies that address social media need to reflect the law as well as the principles of intellectual freedom. As stated in ALA's "Minors and Internet Interactivity: An Interpretation of the *Library Bill of Rights* ([www.ifmanual.org/minorsinteractivity](http://www.ifmanual.org/minorsinteractivity)): "... libraries and librarians have a responsibility to offer unrestricted access to Internet interactivity in accordance with local, state, and federal laws and to advocate for greater access where it is abridged." Among

these laws is the requirement that libraries use filters if they receive federal funding, but also that they unblock sites in order to ensure users access to constitutionally protected content under the Children's Internet Protection Act (CIPA).

Other laws shaping social media access include the Children's Online Privacy Protection Act (COPPA), which regulates privacy on websites for children under 13, and the *Brown v. Entertainment Merchants Association* landmark case that struck down a California law restricting sale or rental of violent video games to minors in which the Supreme Court held that, "The basic principles of freedom of speech ... do not vary" with a new and different communication medium.

At an ALA Office for Intellectual Freedom meeting about youth privacy in 2010, a group of young people told participants that they did not want librarians to tell them how to conduct themselves online, but to provide the tools and teaching so they could learn how to protect themselves. Their message reinforces ALA's "Minors and Interactivity" Interpretation of the *Library Bill of Rights* cited above, which states that "School and library professionals should work closely with young people to help them learn skills and attitudes that will prepare them to be responsible, effective, and productive communicators in a free society." A more positive approach to dealing with social media is promoted in YALSA's Teens & Social Media in School & Public Libraries toolkit ([www.ala.org/ala/mgrps/divs/yalsa/professionaltools/Handouts/sn\\_toolkit11.pdf](http://www.ala.org/ala/mgrps/divs/yalsa/professionaltools/Handouts/sn_toolkit11.pdf)). It recommends integrating social networking into an educational environment that provides teens the opportunity to learn about safe and smart interactions online.

Ultimately, good library policies reflect professional ethics, information policy, and intellectual freedom considerations while protecting and promoting users' rights and responsibilities. The more knowledgeable librarians are about these considerations, the better equipped they are to create sound policies that reflect legal and ethical principles. By studying ethics, information policy, and intellectual freedom in library and information programs, future librarians are better equipped to understand the political and legal context of librarianship, and to contribute to the development of effective, user-friendly policies, both in their local libraries and in their professional associations. And, as James Neal, Vice President of Library and Information Resources at Columbia University, has stated, they are more likely to thrive as 21st century librarians when they both understand and apply knowledge of information policy and intellectual freedom to the practice of librarianship in the digital age.

**Nancy Kranich** is a lecturer and Special Projects Librarian at Rutgers University in New Brunswick. She holds an M.L.I.S. from the University of Wisconsin-Madison and an M.P.A. from New York University. She teaches Intellectual Freedom and Information Policy at Rutgers, building on her extensive experience serving on ALA's Intellectual Freedom and Legislation committees, as well as her former role as President of ALA. Her email address is [nancy.kranich@rutgers.edu](mailto:nancy.kranich@rutgers.edu).

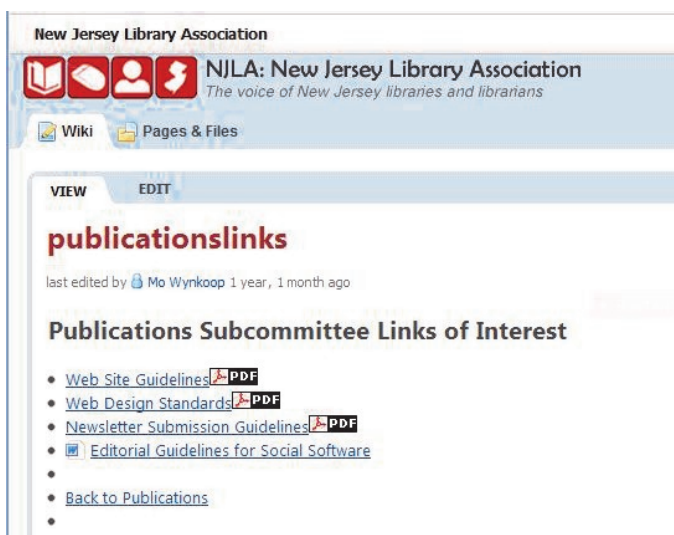
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# Sensible Guidelines for Social Media Usage

By Anthony C. Joachim, Reference Librarian,  
William Paterson University

Lately it seems as if Facebook's familiar "Like" button can be found everywhere on the internet, beckoning surfers to add to their growing list of favorite sites, companies, and celebrities. And it's no surprise that libraries are among those using this technology to attract repeat users. Many of us have already set up library Facebook pages and found that this is a great way to share information about events and services.

But Facebook is just the tip of the iceberg when it comes to social media that libraries are using. Other popular technologies include Flickr and Twitter, which offer additional ways to keep you informed. Flickr's ability to easily share event photos makes it a popular addition to many library websites. Twitter, on the other hand, is a quick way for the savvy librarian to tell the community about new services in 140 characters or less.



To see the final NJLA Editorial Guidelines for Social Software, visit <http://njla.pbworks.com/w/page/12189905/publicationslinks>.

With so many different social media tools out there, the question facing some libraries is, "How do you manage and maintain all of these sites?"

This is the question that was raised by NJLA's Publications Subcommittee back in 2009 when it began to examine the social media tools being used by the association's various committees and roundtables. A review of the most commonly used technologies (Facebook, Twitter, and Flickr) revealed a lack of standards, leaving questions about the ownership of various accounts and their relationship to NJLA. Issues included accounts with no identifiable owner, missing links back to the NJLA website, and use of non-approved NJLA logos. In addition, there appeared to be a number of "orphaned" accounts (ones that had not had any usage for extended periods of time).

Based on these findings, the Publications Subcommittee (which I'm a member of) set out to develop some standards to guide the usage of social media tools by any NJLA-related group. Rather than reinvent the wheel, we began by looking at the editorial guidelines developed by a number of other companies and institutions. Such guidelines provide rules of conduct for employees that use online social media, and they're an important tool in maintaining the image of an organization.

From this review, the subcommittee identified a number of key areas that our editorial guidelines should address. These included social media usage practices, how the parent organization is identified, and what constitutes appropriate content. Each was represented in our final document under the following headings, respectively: Use Common Sense, Transparency, Content, and Photos. I'll explain each one briefly.

## Use Common Sense

One of the most common items we found while reviewing other guidelines was the idea of using common sense when adding content to any social media site. Given the ease of posting information, it's easy to respond without thinking or to add content that may be considered objectionable to someone. When using official social media, you are acting as a representative of NJLA, and any behavior (good or bad) reflects on the larger organization.

All content should be thoughtfully considered, taking into account your audience and any rules or laws that may apply, such as copyright. This thoughtfulness should also extend to the types of organizations and individuals that you "Friend" or "Follow." Finally, if someone posts something inappropriate, it's important to respond in a respectful and professional manner.

## Transparency

Transparency refers to the ease with which your audience can identify how a social media account is connected to NJLA and who is maintaining it. In our initial review of Flickr, Facebook, and Twitter, few accounts included links back to the official NJLA website and many lacked contact information. Both of these factors create obstacles to learn-

(Continued on page 8)

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(Continued from page 7)

### ... Sensible Guidelines for Social Media Usage

ing more about the organization and make it difficult to identify the primary contact person.

Therefore, in the case of social media used by NJLA-affiliated groups, it is always important to include the name of the committee or roundtable and to identify it as part of the larger organization. You can do this by linking back to the NJLA website and by using approved NJLA logos. In addition, providing contact information for the account owner allows others to reach out with any questions or concerns. In the case of orphaned accounts (those with no recent activity), including contact information can be especially important as it makes it easier to pass ownership on to another individual or to delete the account.

### Content

In addition to making sure that the content posted reflects well on NJLA, it's important that it also be maintained and monitored. An unmonitored social media account has the potential to veer off topic or, even worse, fizzle out from lack of participation. It is the moderator's responsibility to maintain momentum, to approve and maintain content, and to keep discussions moving in the right direction.

Account owners can do this by posting content on a regular basis while not posting *too* often. Frequent posting can be overwhelming to readers, while not posting enough can lead to apathy and lack of participation. The frequency of posts

should be appropriate for your audience and the focus of your committee or roundtable. In addition, the type of material posted should enhance readers' understanding of NJLA and New Jersey libraries, highlighting relevant events and articles and encouraging conversation on these topics.

### Photos

Photos pose a unique challenge for librarians, who might want to use Flickr or Facebook to highlight local events. Content on these sites might be publicly visible, depending on security settings, so it is important to use extra care when posting. Some people do not want to have their photos online or they might find a particular photo embarrassing or inappropriate. In addition, photos of minors require consent before being posted to ensure the safety of the child. For additional information on this topic, see Bryan Carson's article, "Laws for Using Photos You Take at Your Library" ([www.infotoday.com/mls/sep08/carson.shtml](http://www.infotoday.com/mls/sep08/carson.shtml)) in *Marketing Library Services* newsletter.

Having editorial guidelines is important not only to large organizations like NJLA, but also to individual libraries. They help to ensure that everyone in your organization is putting forth a consistent and appropriate brand image while you and your staff keep the world informed about what's going on in your library. If your library uses social media or if it plans to start, consider implementing policies to guide their usage.

**Anthony C. Joachim** is a Reference Librarian at William Paterson University in Wayne and a member of NJLA's Publications Subcommittee. His email address is [joachima1@wpunj.edu](mailto:joachima1@wpunj.edu). ▲



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## People & Places Around the State

### Honors and Awards

**Friends of the Princeton PL** was one of three library groups nationwide to receive a \$1,000 award from the Association of Library Trustees, Advocates, Friends and Foundations and the Baker and Taylor Corp. in recognition of the events that the group held to celebrate its 50th anniversary.

**Newark PL** received a \$300,000 grant from PNC Bank for "Money Matters." The grant will provide financial literacy training for young children.

**Sharon Rawlins**, Youth Services Consultant for the NJ State Library, has been honored by the Board of Directors of the Young Adult Library Services Association (YALSA, part of ALA) for her commitment to youth services.

The Institute of Museum and Library Services (IMLS) has awarded a National Leadership Grant for a collaborative research project between OCLC Research and the **Rutgers University School of Communication and Information** to investigate library-based virtual reference services. Read more about the research project at <http://comminfo.rutgers.edu/news/radford-shah-receive-250k-to-study-and-improve-virtual-reference-services.html>. The \$250,000 National Leadership Grant recently announced by IMLS will support the project for 2 years.

Four libraries received a Best Practices In Marketing Award from the NJ State Library for programs they developed and promoted to aid job seekers or small businesses. The winners were: **Middletown PL, East Brunswick PL, Ocean County Library, and Princeton PL.**

Four libraries recently received grant funding from the NJ State Historical Commission: **Long Branch PL, Morristown/Morris Township PL, Newark PL, and Plainfield PL.**

### Appointments and Elections

**Beth Cackowski** has been named Teen Librarian at the East Brunswick PL. She had previously been the Project Director for QandANJ.org.

**Mary Faith Chmiel** has been appointed Director of the Red Bank PL. She had been the Director of the Spotswood PL.

**Andrea Cline** has been named Director of the Oaklyn PL. She had worked for the Camden County Library System.

**Lia Fritz Carruthers** has joined Bernardsville PL as Youth Services Manager.

**Allan M. Kleiman** has been appointed Director of the Montville Township PL. He had served as the Interim Director since July 2009.

**Tamara Lee** is the new Director at Roselle PL. She had been at the Madison PL.

**Mi-Sun Lyu** has accepted the newly created position of IT/Online Project Manager and Continuing Education Program Coordinator with LibraryLinkNJ.



Lyu

**Julie Maginn** has been named Director of the library at Raritan Valley Community College.

**Tiffany McClary** has been named Director of Marketing at the New Jersey State Library.

**Renee Riczker** has been appointed Director of the West Orange PL. She had previously been Assistant Director.

**Betsy Wald** has been named Director of the Glen Rock PL. She had been the Branch Director of the Hilton Branch of the Maplewood Memorial Library.

**Mary Witherell** has been appointed Director of the Wyckoff PL. She had previously been Director at the Kemmerer Library in Harding Twp.

### In the Media

**Long Branch PL's** Virtual Career Center, developed by Librarian Tonya Badillo, was covered in a new ALA Publication, *Small Business and the Public Library: Strategies for a Successful Partnership* by Luise Weiss, Sophia Serlis-McPhillips, and Elizabeth Malafi.

Two NJLA Executive Board members, **Brett Bonfield** and **Trevor Dawes**, are featured in the Men of the Stacks 2012 Calendar (<http://menofthestacks.com/the-calendar>) as Mr. March and Mr. August, respectively. The calendar is a fundraiser for the It Gets Better Project ([www.itgetsbetter.org](http://www.itgetsbetter.org)), and it's gotten worldwide media coverage (articles listed on the calendar's Facebook page: [www.facebook.com/Men.of.the.Stacks](http://www.facebook.com/Men.of.the.Stacks)).



Dawes

### Celebrations

**Clark PL** celebrated its 50th anniversary in October 2011.

**Haddon Twp. Branch of the Camden County Library** recently celebrated its 50th birthday.

**Lawrence Headquarters Branch of the Mercer County Library** recently celebrated its 50th anniversary.

**Plainfield PL** has opened its new Children's Library called the Reading Rainforest.

**Toms River Branch of the Ocean County Library** celebrated its 30th anniversary in August.

### Resignations and Retirements

**Jessica Adler** has resigned from the staff of LibraryLinkNJ.

**John Cohn** has retired as Director of the library at County College of Morris.

**Pat Denholm** has retired as Dean of Library Services at Bergen Community College.

**Debbie Dennis**, Assistant Director of Camden County Library System, has announced she will retire on December 1.

**Robert Hunter** has retired as Director of the Haddon Heights PL.

**Rose Marie Kollar** has retired from the Oakland PL after 46 years of service.

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### ... Review Existing Policies: They Might Be Outdated

**Problems that can't be resolved through the current policy:** I wish I could say that library users in our town don't look at porn, but I can't. An incident occurred during a time when there was no professional librarian in the building. Our circulation staff handled the problem the best way they could, but as a result of this incident, a patron complained to the police. After talking with the police, I realized that in order to ensure a better and more consistent response to problems as they occur, we needed to clarify and strengthen our Internet Use Policy, including the steps that staff should take in the event of an incident like this.

**A building project or new strategic plan:** When I started working at Long Hill Library almost 5 years ago, we had just moved into a larger building. At the time, our policy required that only two staff members be in the building during open hours. But with the larger space, we really needed to have more staff present, so we changed the policy to require three. We also had to update our meeting room policy, since we had two new group study rooms but no guidelines for how they could be used.

If your library has recently updated your strategic plan, take a look at your policy manual with new eyes. Does your mission state that you will provide open access to all, but your policy states you won't serve people without a valid library card (even if they are residents and have their driver's license with them)? Try to identify disconnects between your strategic plan and your policies, and resolve them if you can.

**Changes in your collection:** Have you started collecting Blu-Ray discs yet? Are your policies still full of references to videotapes (which you haven't actively collected since 2007)? Review your policies for outdated language and terms. You may choose to use more generic terms such as "movie" instead of "DVD" and "Blu-Ray." Another alternative, which we use at our library, is to list fines, fees, and item loan periods in an appendix to our policy manual. Staff members review this appendix and suggest recommended changes to the board once every 2 years.

**Hearing about other libraries' problems:** Several months ago I got a call from a colleague who was looking for some advice. She wanted to know if our patron behavior policy addressed the problem of patrons with bad personal hygiene. I listened in horror as she described her situation, and when I reviewed our policy I realized that it was not currently written in a way that would address this issue. So I

proposed some changes that would strengthen it and make it more legally defensible, in the (hopefully unlikely) event that we encounter a similar problem.

### Viewing Your Policy with a Legal Eye

Mary Minow is a lawyer and librarian who has done a lot of research into what makes a library policy legally enforceable (see [www.LibraryLaw.com](http://www.LibraryLaw.com)). She states that library policies must FEND: uphold First amendment rights, be Enforced equally, provide Notice or warning to patrons who are violating the policy, and allow Due process (a method for patrons to appeal). Use this mnemonic to review your existing policies; there's a good chance you might find something that needs to be revised.



Mary Minow

One of the best ways that I have found to evaluate whether our policies pass muster is to compare them to what other libraries have done. I'll often do a Google search to find libraries that have their policies online, or I'll send a message to a listserv asking others to share. One really nice repository of sample public library policies is the Mid-Hudson Library System's Sample Public Library Policies & Development Tips at [http://midhudson.org/departments/member\\_information/library\\_policies.htm](http://midhudson.org/departments/member_information/library_policies.htm). Another is WebJunction's Guide to Library Policy Resources at [www.webjunction.org/83](http://www.webjunction.org/83).

When I review the policies of other libraries, I ask myself several questions: What do they include that ours doesn't? Do they have a better way of wording something that we can borrow? Have they written a section that addresses a potential problem I haven't even thought of yet? I'm a shameless proponent of the CASE method: "copy and steal everything." There's no point in trying to reinvent the wheel when your colleagues already have a perfectly good one you can borrow.

### Don't Delay Your Review

Remember, the best time to review and update your current policies is *before* a problem arises. You don't want to be in a situation where, as you pull out the manual to find out how to handle a situation, you sneeze uncontrollably as you dislodge the 3 inches of dust that have accumulated since the policies were last reviewed!

**Mary Martin** is Director at Long Hill Public Library in Gillette, NJ. She holds an M.L.S. from UNC-Chapel Hill in North Carolina. Her email address is [mary\\_martin00@yahoo.com](mailto:mary_martin00@yahoo.com). ▲

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### ... People & Places Around the State

**Rona Mosler** has retired as Director of the Hackettstown PL.

**Rosalie Pagano** has retired from the Palisades Park School District.

**JoAnn Jesson Post** has retired from the Monroe Twp. PL.

**Elise Weber** has retired from Ocean County Library.

### Deaths

**Scott Fisher**, law librarian at McCarter and English, has died.

**Dr. Alex Boyd**, former director of Newark PL and president of NJLA in 1997-1998, passed away recently.

Compiled by **Mary Marks**, Associate University Librarian, Fairleigh Dickinson University Library in Madison. ▲





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From the Social Media Crisis  
Communications Decision Tree,  
released by the Social Media  
Influence site, Oct. 27, 2011.  
[http://  
socialmediainfluence.com/2011/10/27/  
infographic-the-social-media-crisis-  
communications-decision-tree/](http://socialmediainfluence.com/2011/10/27/infographic-the-social-media-crisis-communications-decision-tree/)



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## Announcement: 2012 Conference Place & Dates

**This just in!** NJLA has chosen the location and dates for next year's annual conference. It will be at the new **Revel Hotel in Atlantic City, June 4-6.**



Send your program proposals in now; the deadline is  
December 5. Use the form at this site:

<http://fs19.formsite.com/njla/form14/index.html>

Take an interactive tour before the property even opens:

[www.revelresorts.com/meetings](http://www.revelresorts.com/meetings)

## Upcoming Issue Themes

**Spring 2012**

### Disaster Preparedness & Recovery

(How we prepare, serve communities during emergencies, recover, rebuild)

**Propose by January 5**

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