

BSANZ Media Policy

The Bibliographical Society of Australia and New Zealand (BSANZ) is committed both to promoting research in physical and textual bibliography and the history of the written word, and to supporting people—no matter their age, background, culture, ethnicity, religion or gender—who are passionate about bibliography and the written word and providing them a rigorous, collegial and inspiring environment in which to network, engage and collaborate.

The following media guidelines relate to the BSANZ's website and social media accounts, namely Facebook and Twitter.

Website

The website acts primarily as a repository of all the information an interested party might seek about the association, membership, past/future conferences, publications, news/events and so on. One of the functions of the social media accounts is to bring traffic to the website.

Social media

The social media accounts promote events/publications and tweet/post about related news and events (for reasons of collegiality in the field, as well as to encourage more people to access the website). They function also as an additional means to disseminate conference information.

Facebook

The purpose of Facebook is to promote upcoming events, such as the national conference, Rare Book Week or any event organised by members. For the national conference, promotion needs to start a few months before, posting pictures of particular rare books (for this year, marginalia) and/or presenters to build momentum and interest. During and following the conference, photographs can be added of conference activities to show a build-up that gathers pace.

The news feed allows for the sharing/uploading events and information, showcasing *Script & Print* archived articles and/or book reviews, advertising and inviting interested parties to visit the BSANZ website.

Twitter

The Society is committed to encouraging a healthy and robust online community and, as such, expects members to respect the following guidelines:

- 'Think before you tweet'. That is, all posts/tweets should always be professional.
- The tone and language of all posts/tweets should be polite and respectful, as well as collegial and accurate.
- Think before posting/tweeting unpublished material delivered at, for example, national conferences or BSANZ-affiliated events. That is, consider the presenters' wishes regarding the content of posts/tweets: if presenters express their preference to not have their material appear in social media, or at least in part, this needs to be respected.
- Refrain from engaging with posts/tweets that do not cohere with the society's guidelines.