Social Media guidelines for Library Friends' Groups

What Friends Groups can expect from Bristol Libraries social media:

Bristol Libraries social media accounts are run jointly by members of the Reader Engagement Team on a monthly rota basis in addition to their usual duties.

Bristol Libraries has a Facebook page (https://www.facebook.com/BristolLibraries) with roughly 8,000 followers and an Instagram page (@bristollibraries) with 4000 followers.

Our aim is to post information about library services, events and activities mixed in with info about authors, books, reading and other items our followers might enjoy.

Facebook – we publicise our own events and include some information about events that are being run in our libraries. We cannot co-host events or create a library event on Facebook for a Friends event.

Instagram – we publicise our own services and events and include some information about events that are being run in our libraries, both on the grid and in Stories.

Friends Groups with items for social media publicity:

Please send any items for social media via email to library.ideas@bristol.gov.uk. The Reader Engagement Team will check this email in box and process any requests. Any promotion requests to individual staff e-mails will be ignored. Please put 'social media request' in the subject line of the email.

Format – include a jpeg or png image/picture file along with some text.

We will put out information 1 x Facebook and 1 x Instagram (if the image is appropriate for Instagram) on one occasion only.

Friends Groups can also give a hard copy/printed poster to the library staff in 'their' library which can be displayed as the supervisor deems appropriate – i.e. on a library noticeboard or elsewhere in the library.

We can't post material in breach of copyright or other intellectual property rights.

We won't post or include a link to any abusive, discriminatory, harassing, derogatory, defamatory or inappropriate content.

Photographs or any personally identifying material cannot be used as this breaches privacy and data protection regulations. If using photos take back of head or blurred out faces. Speak to your Library Development Officer for further advice.

Bristol Libraries
www.bristol.gov.uk/libraries

Bristol Libraries Reader Engagement Team, July 2026