

# SOP 04: Social Media

Frost Entomological Museum Curator & Interest Group

2 January 2019

## Preamble

This SOP describes the strategies and etiquette relevant to the Frost Museum's social media presence.

## 1 Etiquette

All social media content must be *relevant to entomology*, especially to ongoing activities at the Museum, and adhere to the social media guidelines established by Penn State and the College of Agricultural Sciences:

- <http://socialmedia.psu.edu/resources/> (PSU Social Media Hub)
- <http://agsci.psu.edu/communications/how-to/social-media> (College social media guidelines)

Museum social media accounts must never be used to post material that is unlawful, obscene, abusive, defamatory, or which invades someone's privacy or publishes preliminary results without the researcher's permission.

Keep in mind that you are engaging the world through these resources – Twitter, Instagram, *etc.* – as a representative of the Frost Entomological Museum and Penn State. Your goal should be to bring positive attention to the Museum and a greater awareness of the work that we do.

## 2 Curators' blog

<https://sites.psu.edu/frost/>

The Curators' blog should be updated at least weekly. Posts can be very short, highlighting a remarkable specimen, for example, to very long. All Museum employees are encouraged to contribute content to the Curators' blog! And be sure to respond to comments. Contact the Director for access.

### 2.1 Image use

Ideally, each post should include at least one image, preferably produced in house. All images should be credited with the name of the photographer, licensing information, and a link to the source. *Do not use copyrighted images, unless you have the owner's permission in writing.*

## 2.2 Mark-up best practices

Users are encouraged to learn basic HTML, in order to produce robust content that is maximally accessible to readers of diverse abilities. Some tips for Museum bloggers:

- When you hyperlink some text be sure that it is relevant to the linked page and would be informative to an automated reader. Rather than linking multiple instances of the word “here” (You can find the original paper by Smith [here](#)), for example, try linking to a string of words that describes what the link is for (The [original paper by Smith](#) is available for download).
- Make use of the `alt` attribute when inserting an image. This mechanism gives you a chance to describe the image to a visually impaired person and to explain why it’s relevant or funny (Figure 1).



**Figure 1:** From an actual post on the Curators’ blog. The caption for this image reads “Frost Museum crüe, off to Philadelphia and then New Jersey Devil habitat”. Someone using an assisted Web browser might miss all the goofiness in the photo. We should attempt to make that aspect (the subtle jokes) accessible by using the `alt` attribute inside the `img` element: `alt=“8 entomologists, looking like total nerds, smile for the camera phone while sitting in a van. The driver’s neck looks like it’s thicker than his head”`

## 3 Flickr

<https://flic.kr/ps/2qArpQ>

In order to make our photos and other images broadly available for reuse we deposit them on Flickr.com using a Creative Commons Attribution license (CC BY 2.0) and occasionally a public domain license (CC0). Note that licensing is governed by the University and by our agreements with funding agencies (e.g., the National Science Foundation). Other flavors of the attribution license (CC BY 3.0, for example, or CC BY 4.0) are also acceptable. See Penn State’s Copyright site for information: <http://copyright.psu.edu/creative-commons/>. Image metadata should also be relatively rich,

so that we can trace photos back to specimens, taxa, photographer, *etc.*

For access to the Flickr account see the Director.

## 4 Twitter

<https://twitter.com/FrostMuseum>

The Museum's Twitter feed primarily serves as a place to further distribute materials from other social media, for example blog posts. We mostly refrain from retweeting other content or posting original tweets.

Administrative access to the Twitter account is limited to the Director and Collection Manager. Please notify them of any problems.

## 5 Instagram

<https://www.instagram.com/frostentomologicalmuseum/>

The Museum's Instagram account highlights aspects of the collection and staff activities. All staff are encouraged to contribute images and videos.

For access to the Instagram account see the Director.

## 6 Web site

<http://ento.psu.edu/facilities/frost>

The official Frost Entomological Museum website is maintained by the Department as part of the College's broader website. Administrative access is limited to the Director and the Departmental webmaster.

## 7 Accessibility on the Web

See this website for information about why it's important to make our sites accessible: <http://accessibility.psu.edu/>. The Penn State IT Accessibility Group stands a resource to help you make digital content maximally accessible.

Some tips for how to make our blog accessible:

- Use *alt* attribute to describe your images, as described in Section 2.2
- Make hyperlinks descriptive. Mark up "list of HTML accessibility tips" as the linked text, for example, rather than "click here". See 2.2 above.

- Don't use `<em>` and `<strong>` unless you really want to emphasize the point you're making. That is, don't use them for style alone. You can use `<i>` for italics and `<b>` for bold. Or, even better, learn how to use the `style` attribute: `style="property:value;"` Note that Wordpress uses `<em>` for italics and `<strong>` for bold.
- See other HTML accessibility tips here: <http://accessibility.psu.edu/checklist>