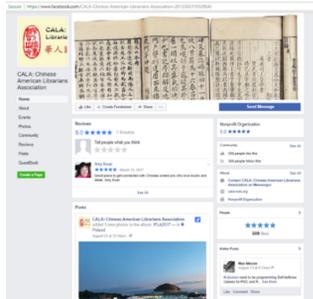


CALA SOCIAL MEDIA

Simple Instruction on How to Access CALA Social Media Channels

1 Access to CALA's Facebook Page

- Log into Facebook or create an account if you don't have one.
- "Like" the CALA's Facebook page to get notifications on our postings.
- Post to the CALA's Facebook as a guest.



CALA Facebook Page link
<https://www.facebook.com/CALA-Chinese-American-Librarians-Association-281336511932864/>

2 Access to "CALA Members & Friends" Facebook Group

- "CALA Members & Friends" is designed for internal discussion.
- Through this channel, you can post, start discussions, invite people and connect with each other.
- To join "CALA Members & Friends," click on the following URL and ask to join:
<https://www.facebook.com/groups/423045741400053>



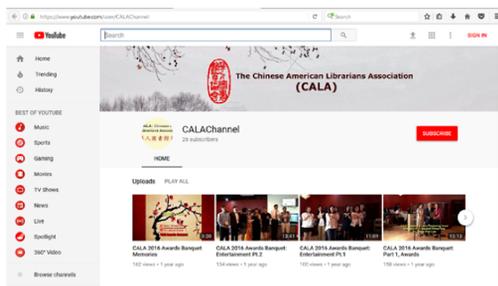
3 Access to CALA LinkedIn Group

- Log into LinkedIn or create an account if you don't have one.
- Search for Chinese American Librarians Association (CALA), or go to the following URL and request to join:
<https://www.linkedin.com/groups/12047408/>



4 Access to CALA YouTube Channel

- Subscribe to the CALA's YouTube Channel at:
<https://www.youtube.com/user/CALACHannel>
- You can submit videos via the submission form at:
<https://www.cala-web.org/cala-youtube/about>.



5 Access to CALA WeChat

- Log into WeChat or create an account if you don't have one.
- Ask the Social Media Group to add you to the CALA's WeChat space.
- Additional members can also be invited to join the WeChat group by existing members.



6 Access to CALA Twitter

- Log into Twitter or create an account if you don't have one.
- Search for @CALANational in the app or visit
<https://www.twitter.com/CALANational>.
- Click the "Follow" button to subscribe to our Twitter feed and to keep up with the latest news, events, and other discussions.



Why different channels?

Some members have asked the difference among the various social networking channels. Here is the simple explanation: **CALA listserv** has been around for many years, and it has a mixture of formal and casual discussions; it's only open to CALA members.

CALA Facebook is created more as a public platform for information dissemination and sharing; it's open to everyone and almost all postings are in English.

"CALA Members and Friends" Facebook Private Group is created to provide a space for internal discussion in Facebook.

CALA YouTube Channel offers a space for CALA members to share videos.

CALA WeChat is created more as a community space for communication and rapport building, and it's open to everyone who's interested in the CALA community. It uses a mixture of Chinese and English in its discussions and postings.

CALA Twitter is created to reach out to a wider audience and provide information relevant to the Chinese American community, allowing for timely updates and quick sharing of events, news, and other discussions.

General Guidelines for Posting

- ▶ Be genuine and authentic and responsible for what you write.
- ▶ Respect your audience in posting news, events, and other messages.
- ▶ Exercise good judgment in making statements or comments and avoid bias and prejudice.
- ▶ Understand the concept of community in sharing and receiving information and connect with others.
- ▶ Understand copyright and fair use. Give credits to your news resources in sharing and forwarding information, such as those selected from the CALA Listserv. If sharing from other communities, you may need to get permissions sometimes.
- ▶ Remember to protect confidential or proprietary information.

CALA Social Media Group
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Sai Deng saideng@gmail.com
Esther De-Leon esther.de-leon@ttu.edu
Crystal Chen crystalchen@nypl.org
Susen Shi susenshi@nypl.org
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raypun101@gmail.com



Chinese American Librarians Association