

Social Media Policy

I. General Rules and Guidelines

The following rules and guidelines apply to the use of social media, whether such use is for the Library on Library time, for personal use during non-work time, outside the workplace or during working time while using Library owned equipment. These rules and guidelines apply to all employees.

1. Employees are prohibited from discussing confidential Library matters through the use of social media. Confidential information means the Library's patron account information, patron credit card information and employee medical information. Employees may not post any information that is subject to attorney client privilege.
2. Employees may not use social media to harass, threaten, libel or slander, bully, make statements that are maliciously false or discriminate against coworkers, managers, patrons, vendors or suppliers, any organizations associated or doing business with the Library, or any members of the public, including Web site visitors who post comments. The Library's anti-harassment and EEO policies apply to use of social media in the workplace.
3. This policy is not intended, nor shall it be applied, to restrict employees from discussing their wages, hours and working conditions with coworkers.

II. Library-Sponsored Social Media

The Library-sponsored social media is used to: convey information about Library products and services; advise patrons about events and updates; obtain patron feedback, exchange ideas or trade insights about trends; reach out to potential new markets; provide marketing support to raise awareness of the Library's brand; issue or respond to breaking news, or respond to negative publicity; brainstorm with employees and patrons; and discuss specific activities and events.

As such, the Library-related social media is subject to the following rules and guidelines, in addition to rules and guidelines set forth above:

1. Only employees designated and authorized by the Library may prepare content for or delete, edit, or otherwise modify content on Library-sponsored social media.
2. Employees cannot post any copyrighted information where written reprint permission is not obtained in advance.
3. Designated employees are responsible for ensuring that the Library-sponsored social media conform to all applicable Library rules and guidelines.
4. Employees who want to post comments in response to content must identify themselves as employees.

III. Personal Use of Social Media

The following rules and guidelines, in addition to the rules and guidelines set forth in section 1 above, apply to employee use of social media on the employee's personal time.

1. Employees should abide by the Computer and Internet Usage Policy concerning personal use of the Library's computer and related equipment.
2. Employees who utilize social media and choose to identify themselves as employees of the Library may not represent themselves as a spokesperson for the Library. Accordingly, employees must state explicitly, clearly, and in a prominent place on the site that their views are their own and not those of the Library or of any person or organization affiliated or doing

business with the Library should they identify themselves as an employee of the Library in a post. Employees may not refer to the Library by name when publishing any promotional content and/or providing examples of any promotional content. This section does NOT prohibit employees from including the Library's name, address and/or other information on their social media profiles.

3. Employees should respect all copyright and other intellectual property laws. For the Library's protection, as well as your own, it is critical that you show proper respect for all the laws governing copyright, fair use of copyrighted material owned by others, trademarks and other intellectual property, including the Library's own copyrights, trademarks, and brands.

4. Employees may not advertise or sell Library products or services through social media.

IV. Employer Monitoring

The Library reserves the right to monitor employees' public use of social media including but not limited to statements/comments posted on the Internet, in blogs and other types of openly accessible forums, diaries, and personal and business discussion forums.

Employees should have no expectation of privacy while using Library equipment and facilities for any purpose, including the use of social media. The Library reserves the right to monitor, review, and block content that violates the Library's rules and guidelines.

V. Violations

The Library will investigate and respond to all reports of violations of the Library's rules and guidelines or related policies or rules. Employees are urged to report any violations of this policy to the Human Resources Manager. A violation of this policy may result in discipline up to and including termination of employment.

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