



Social Media Toolkit

SECTION 5: SOCIAL MEDIA EMPLOYEE POLICY

If your library does not already have a social media policy outlined in your employee handbook, you may want to consider adding one. Social media policies help create clear guidelines and expectations for library staff to follow when using social media on behalf of the library or as a library representative on their own personal accounts. Below is an example social media employee policy from the Meridian Library District.

Social Media

The policies set forth in the employee handbook as well as all company values apply to on-line communications (including but not limited to Facebook, YouTube, wikis, blogs, Twitter, chat rooms, etc.). Personal activities that affect performance or the District's business interests/reputation are a proper focus for company policy. Employees are expected to exercise personal responsibility and respect whenever they participate in social media.

Only those officially designated have the authorization to speak on the District's behalf. Employees shall not work anonymously in online participation that relates to our District, our business or issues with which the library is engaged.

As a part of the District team, be thoughtful about how you present yourself in online social networks. Library staff shall make a clear distinction between professional and personal use of social media. Update your social profiles to comply with District guidelines. Use a disclaimer - "The postings on this site are my own and don't necessarily represent the Meridian Library District's positions, strategies or opinions." Respect copyright and fair use laws and protect the District's confidential and proprietary information.

Protect patrons, business partners and suppliers. When using social networks, never identify a patron, partner or supplier by name or even indirectly without permission and never post financial, confidential or proprietary information about the library, patrons, employees or applicants.

You have the sole responsibility for what you post. Untag embarrassing photos. Change privacy settings to limit access by third parties. Anything referencing the library or its workforce should add value. Social networks should not be used for internal communications among and/or about fellow employees. Employees have no reasonable expectation of privacy in using library resources. Furthermore, the library reserves the right to lawfully monitor employee use of social media regardless of location (i.e., at work on a company computer or on personal time with a home computer).

Anything you post or publish on-line must be factual. Use your best judgment when making posts. Because of the immediacy of the media, less administrative oversight and editing are exercised; staff posting on behalf of the District should

have their posts reviewed for accuracy, both grammatical and informative. Failure to comply with this policy will result in disciplinary action, including possible termination of employment and legal action.

Nothing in this policy is intended to preclude employees from engaging in protected concerted activity.