



Social Media Policy

This policy governs the publication of, and commentary on, social media by employees of Lee-Whedon Memorial Library, hereafter referred to as the 'Library'. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, and social networking sites. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail, the internet, and public relations.

Library employees who are not selected for social media duties are not allowed to publish or comment via social media in any way during work hours using work facilities or in any way that suggests they are doing so in connection with the Library. Library employees who are selected for social media duties are free to publish or comment via social media in accordance with this policy. Such employees are subject to this policy to the extent that they identify themselves as a Library employee (other than as an incidental mention of place of employment in a personal social media on topics unrelated to the Library).

This policy applies to all uses of social media, including personal accounts, by Library employees who are active social media users, as their position with the Library would be well known within the community. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that Library employees must otherwise follow.

The Library fully respects the legal rights of our employees in all counties in which we operate. In general, what you do on your own time is your affair. However, activities in or outside of work that affect your job performance, the performance of your co-workers, or the Library's business interests are a proper focus for company policy.

Social Media Image

Our profile on social media sites must be consistent with our profile on the Library website or other Library publications. Profile information may be obtained from the Director or Assistant Director. Library photographs can be obtained from Tech Services. Photographs posted by the Library will not be tagged by us; however, other people may tag our photos.

Privacy

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to disclose confidential information. Confidential information includes things such as unpublished details about our software, details of current projects, financial information, patron accounts, and trade secrets.

Customers, partners, or suppliers should not be cited or obviously referenced without their approval. Never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer (e.g., Customer 123) so long as the

information provided does not violate any non-disclosure agreements that may be in place or make it easy for someone to identify the customer. Social media is not the place to "conduct business" with a customer.

Be Honest and Open

Do not post anonymously, use pseudonyms, or use false screen names while posting for the Library. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for the Library. Do not say anything that violates the law, is dishonest, untrue, or misleading.

If you see misrepresentations made about the Library in the media, feel free to point that out but always do so with respect and using the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Remember you are representing the Library not yourself.

If you make an error, be up front about your mistake and correct it quickly. If someone accuses you of posting something improper, deal with it quickly - better to remove it immediately to lessen the possibility of legal action.

Respect your audience, Lee-Whedon Memorial Library, your coworkers, and the law

The public in general, and Library employees and customers, reflect a diverse set of customs, values, and points of view. Don't say anything contradictory or in conflict with the Library website or published policies. Employees are prohibited from sharing anything via the library's social media channels that could violate another employee's or customer's rights, is defamatory, offensive, or untrue. Please remember your personal opinions do not belong on the Library's social media accounts. When commenting as an individual not an employee, we ask you to remember that you do not represent the library and ask that your phrasing reflect that.

It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others; including the Library's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.

Disclaimers

Wherever practical, please use a disclaimer saying that while you work for Lee-Whedon Memorial Library, anything you publish on your personal social media is your opinion, and not the opinion of the Library. Social media disclosures which do not mention the Library, library employees, or library related topics do not need to include such a disclaimer.

Policy violations will be subject to withdrawal of social media access and/or disciplinary action, up to and including termination for cause.

Amended 8/2021

Adopted 8/2012