



## **Social Media Policy**

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

Lee-Whedon Memorial 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 or using work facilities, or in any way that suggests they are doing so in connection with Lee-Whedon Memorial Library. Lee-Whedon Memorial 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 Lee-Whedon Memorial Library employee (other than as an incidental mention of place of employment in a personal social media on topics unrelated to Lee-Whedon Memorial Library).

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by Lee-Whedon Memorial Library employees who are active social media users, as their position with Lee-Whedon Memorial 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 Lee-Whedon Memorial Library employees must otherwise follow.

Lee-Whedon Memorial 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 others or Lee-Whedon Memorial Library's business interests are a proper focus for company policy.

### **Setting up Social Media**

Our profile on social media sites must be consistent with our profile on the Lee-Whedon Memorial Library website or other Lee-Whedon Memorial Library publications. Profile information may be obtained from the Director or Assistant Director.

Official Lee-Whedon Memorial Library photographs must be used for our profile photograph and cover photograph. Lee-Whedon Memorial Library photographs can be obtained from Tech Services. Clearly identifiable persons in any photographs posted on Social Media sites require a Photo Release Form and shall not be "tagged".

## **Don't Tell Secrets**

It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information. Confidential information includes things such as unpublished details about our software, details of current projects, future product ship dates, financial information, research, and trade secrets. We must respect the wishes of our customers regarding the confidentiality of current projects and/or interactions.

## **Protect your own privacy**

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Lee-Whedon Memorial Library website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

## **Be Honest**

Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for Lee-Whedon Memorial Library. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details. When publishing an official post by Lee-Whedon Memorial Library it is not necessary to use your name; only when commenting and/or responding to posts on Lee-Whedon Memorial Library's pages should you use your name.

## **Respect copyright laws**

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 Lee-Whedon Memorial 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.

## **Respect your audience, Lee-Whedon Memorial Library, and your coworkers**

The public in general, and Lee-Whedon Memorial Library's employees and customers, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the Lee-Whedon Memorial Library website. Don't be afraid to be yourself, but do so respectfully. Employees have a right to their personal privacy. Employees are prohibited from sharing anything via social media channels that could violate another employee's right to privacy. They have the right to keep their personal opinions, beliefs, thoughts and emotions private. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Lee-Whedon Memorial Library.

## **Protect Lee-Whedon Memorial Library customers, business partners and suppliers**

Customers, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a customer, partner or supplier by name without permission and 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. Your blog is not the place to "conduct business" with a customer.

## **Controversial Issues**

If you see misrepresentations made about Lee-Whedon Memorial Library in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad others into inflammatory debates. Make sure what you are saying is factually correct.

## **Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

## **Think About Consequences**

For example, consider what might happen if a Lee-Whedon Memorial Library employee is in a meeting with a customer or prospect, and someone on the customer's side pulls out a print-out of your blog and says "This person at Lee-Whedon Memorial Library says that our product sucks."

Saying "Product X needs to have an easier learning curve for the first-time user" is fine; saying "Product X sucks" is risky, unsubtle and amateurish.

Once again, it's all about judgment: using social media to trash or embarrass Lee-Whedon Memorial Library, our customers, or your co-workers, is dangerous and ill-advised.

## **Disclaimers**

Many social media users include a prominent disclaimer saying who they work for, but that they're not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have much legal effect.

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

The Assistant Director can provide you with applicable disclaimer language and assist with determining where and how to use that.

**Don't forget your day job.**

Make sure that social media does not interfere with your other duties or commitments to customers. Employees with social media responsibilities will need to put the customer standing in front of them first and the customer on the phone second; social media posts are important but not more so than our customer service.

**Social Media Tips**

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your work looks decent, and take their advice on how to improve it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed; staff cannot use more than 30 minutes of work time to compose and publish a post. If in doubt over a post, or if something does not feel right, ask someone else to look at it first.

**Enforcement**

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