

Library-Sponsored Social Media Policy

Our Library's Social Media Presence

Social media tools, including Library-sponsored blogs and microblogs, social networking sites, video or picture sharing sites, wikis, and other means of communicating online, are an important part of our Library's face to the public. Social media offers opportunities to shape opinion about our Library, to communicate directly with patrons and the public, to provide added value for our patrons, and to be part of the online conversation about important developments in our field.

Who May Post

Only authorized employees may set up or post to Library-sponsored blogs or microblogs, social networking pages, or other social media. Authorization is granted by the Library Director. Before you begin posting content, you must attend social media training.

Guidelines for Employees Who Post

- 1. Be respectful.** When you post about the Library, its patrons and employees, customers, and competitors, use good judgment. Make sure your posts are professional and respectful. It's fine to disagree, as long as you do so in a civil way and you're not offensive.
- 2. Add value.** We expect you to write about new developments and trends in your area of expertise. Don't just recycle news or posts; add your perspective and provide useful advice to enable patrons to better use our products and services.
- 3. Post often.** We want readers to return and see what's new at our Library, and the best way you can help make that happen is to post at least weekly.
- 4. Be part of the conversation.** When appropriate, link to other sites, articles, blogs, and media on the same topic. And of course, link to our Library site when appropriate.
- 5. Accuracy counts.** Before you publish a blog post or a social media entry, review it for accuracy. When writing about Library business, check with the appropriate people in-house to make sure you've got the facts straight. If you later learn you've made a

mistake, say so and correct it.

6. **Avoid inappropriate topics.** We want you to generate interest, but there are many ways to do that without offending readers or placing the Library in the midst of a controversy. All Library policies, including those that prohibit harassment, discrimination, and unprofessional conduct, apply with equal force to your online posts.
7. **Respect ownership of intellectual property.** Don't copy or use work by someone else (including text, photos, and video) without proper authorization and, if required, attribution. If you're referring to a copyrighted story, keep your quotes short; if you want to refer to another's work, it's best to link to it in its entirety.
8. **Maintain patron and employee privacy.** Do not mention patrons by name or identifying details without authorization from the patron or the Director. If you want to discuss or mention coworkers in your posts, you must get their permission first. Before posting pictures of minor patrons, verify a photo release has been signed by a parent or legal guardian.
9. **Ask—and think—before you post.** Remember, your posted content represents you and the Library to the public. All of us want that representation to be positive. If you aren't certain that what you plan to post is appropriate and legal, check with the Director before you post.

Identify Yourself

When you post any type of content to Library-sponsored social media, such as our Facebook or Twitter pages, you must identify yourself by name and by your position at the Library.

Anonymous posting or posting under pseudonyms or aliases is prohibited. The same rule applies if you are posting comments on behalf of the Library to one of our colleagues' social media accounts, websites, or product pages.

You Are Responsible for Your Posts

Remember, you are legally responsible for what you post online, whether on a personal site or a Library-sponsored site. You can be held personally liable for defaming others, violating the privacy act, and copyright infringement, among other things. All Library policies apply to your

online posts on Library-sponsored sites.

All employees who post content to Library sites and pages must include the following disclaimer:

“The posts on this page express my own views and opinion, and do not necessarily reflect the views of the Oscoda County District Library.”

Handling Comments

We encourage reader responses and comments to our social media postings. However, not all reader commentary is fit to print. If you post entries that elicit reader responses or comments, you must follow these guidelines:

1. Do not allow the posting of spam, advertisements, or comments that merely link to another website (unless they are responsive to the original post).
2. Do not allow the posting of any comment that is obscene or offensive.
3. Do not allow the posting of any comment that reveals trade secrets, proprietary information, or violates the Privacy Act..
4. Do not remove relevant anti-Library comments simply because they are negative. Do not engage in online arguments or “flame wars” through social media commenting. Talk to the Director about how—and through which medium—to respond appropriately.
5. If you receive a complaint about the Library or its products in a comment, immediately notify the Director, so she can handle the situation directly.

RECEIPT Oscoda County District Library Library-Sponsored Social Media Policy

Oscoda County District Library Library-Sponsored Social Media Policy, effective May 13, 2019.

I, _____,
acknowledge receipt of the Oscoda County District Library Library-Sponsored Social Media Policy. I understand that the Policy contained herein is to be followed, that they apply to me and I accept them without reservation as a condition of my continued employment with the Library. **I also understand that the Policy is not a binding contract, that I am an employee at will, employment can be terminated at any time, and that they are subject to change within the discretion of the Board.**

This policy replaces all prior employee Internet policies, and it is effective for all employees of the Library, except those holding elected Library positions. In the case of employees who are now or hereafter may be covered by a collective bargaining agreement, the collective bargaining agreement will control, but only to the extent it conflicts with these Policies.

Date

Employee