

**Emmet O’Neal Library**  
**Social Media Policy**

**I. Purpose**

The Emmet O’Neal Library provides quality library and information services for all people of the community. To help achieve this goal, the Library uses social media to foster communication with library users and publicize library programs, services and events.

This policy is not meant to address one particular form of social media, rather social media in general, as advances in technology will occur and new tools will emerge.

For purposes of this policy, social media is defined as a category of Internet-based resources that integrate user-generated content and user participation. This includes, but is not limit to, social networking sites, business networking sites, microblogging sites, photo- and video-sharing sites, wikis, blogs, news sites, and instant messaging and webcam chat sites.

**II. Administration of the Library’s Social Media Accounts**

- The IT Department will maintain a list of the Library’s Social Media Accounts, including login and password information. The department head or designee will inform the IT Department of any new Social Media Accounts or administrative changes to existing accounts.
- The Library must be able to immediately edit or remove content from social media sites.

**III. General Procedures – Library Social Media Accounts**

A. Before Establishing a Library Social Media Account.

- Obtain approval from the applicable department head. Your discussions with the department head should outline objectives for the proposed account and the proposed authorized users for such account.
- Contact the Library Director to discuss how objectives for the proposed account relate to the strategic plan and /or communication plans.
- Obtain formal approval from the Library Director to proceed with any proposed Social Media project.

B. When Establishing and Maintaining a Library Social Media Account.

- Include an introductory statement that clearly specifies the purpose and topical scope of the Social Media presence. Where possible, department Social Media Accounts should link back to the Library’s official website. Provide the Library’s contact information in a prominent location. Note that the account and any comments to the account are only monitored during business hours, and thus, information conveyed after hours will not be received until the next business day.
- Post the Terms of Use agreement as set forth in Exhibit A to this policy.
- Add a disclaimer to the site which states, “Emmet O’Neal Library social media sites are subject to applicable public records laws. Any content maintained in a social media format related to Library business, including communication posted by the Library and communication received from citizens, is a public record. The Department maintaining the site is responsible for responding completely and accurately to any public records request for social media content.”
- Enable features for public comments, if such capability exists, and ensure compliance with and enforcement of the posted Terms of Use agreement.
- Maintain compliance with all applicable Federal, State, and City requirements, as well as policies and procedures relating to records retention and public records requests.

#### **IV. General Guidelines for Use of Library Social Media Accounts**

All authorized users must conduct themselves at all times as representatives of the Library. This requires adherence to all Library rules, procedures, and standards of conduct and consideration of the Library’s mission.

- The Library reserves the right to terminate any Library Social Media Account at any time without notice.
- Check facts, cite sources, present balanced views, and check spelling and grammar before publishing any posts.
- When posting, use a professional tone and be honest. Correct errors, and if materially modifying an earlier post, identify the change.
- Do not post profane, obscene, derogatory, or discriminatory content.
- Understand that any published content is persistent in the public domain.
- All content posted by authorized users should represent the Library’s point of view, not the point of view or opinions of individual

employees. If you are in doubt about this issue, please consult your department head or the Library Director.

- Do not post or share any sensitive, confidential, or personally identifiable information. Do not publish or report on conversations that are meant to be pre-decisional or internal to the Library unless leadership or management has authorized the release of such information.
- Library Social Media Accounts are Library property and will be monitored by the Library. Employees should have no expectation of privacy in their use of Library Social Media Accounts. The Library reserves the right not to publish any post, or to delete any post.
- Postings must not contradict or encourage the misuse of Library directions, guidance, or other official information.
- Content on Library Social Media Accounts is potentially subject to public records laws. Relevant records retention schedules apply and content must be managed, stored, and retrieved to comply with these laws.
- Do not edit posts from the public. Any post that violates the Terms of Use agreement should be documented for records retention and then deleted from public view. The comment maker should then be notified by the authorized user managing the page that he or she has violated the Terms of Use agreement, specifying any and all Terms of Use that were violated. Use caution to not to violate the free speech rights of members of the public by removing comment based on the viewpoint or opinion expressed. Notify the Library Director of any citizens' posts which are deleted.
- Do not conduct personal business using the Library's social media accounts.

## **V. Security Guidelines for Library Social Media Accounts**

- Employ strong passwords that cannot be easily compromised.
- Periodically change passwords to Library Social Media Accounts and immediately communicate any changes to the IT Department.
- Library staff members who initiate or maintain an online account must familiarize themselves with and periodically review any End User Agreements that are provided by the social media site's host organization.

- Staff members may not make any agreements with an online provider which would infringe upon the privacy of its members, violate other Library policies, or obligate the Library in any way (including financially) beyond terms that are approved by the Director.

## **VI. General Guidelines for Personal Social Media Use**

Library employees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. As public employees, Library employees are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed a violation of any policy of the Library. Employees should keep in mind the following best practices when posting content about library-related subjects and issues on personal time:

- If you identify yourself as an employee of the Library, make it clear that the views expressed are yours alone and do not represent the views of the Library.
- Respect the Library's confidential and proprietary information. Do not post information that is still in draft form or is confidential.
- No comments with any kind of negative, mocking, condescending, etc. slant should be made about patrons in general, about specific questions from patrons, or about patron behavior on the Library's social media sites.
- The Library does not endorse or monitor the content of personal, non-Library related social media activity of its employees.
- Library employees may not use social media in a manner that interferes with job duties or performance.

An employee's use of social media may involve other City policies. For example, please follow the policies affecting use of computers, telephones, and other means of electronic communications, as well as our Equal Employment Opportunity and Workplace Conduct policies. If an employee posts inappropriate content, e.g., discriminatory remarks, harassing statements or images, threats, bullying, or similar inappropriate or unlawful conduct, that employee may be in violation of other policies that could result in discipline. Note that this is the case if the employee posts the above-referenced inappropriate content from home or work.

## **VII. Violations of this Policy**

Employees who violate this policy may be subject to disciplinary action, up to and including termination of employment.

## **Exhibit A – Social Media Terms of Use**

### **Public Comments**

The Emmet O’Neal Library provides quality library and information services for all people of the community. To help achieve this goal, the Library uses social media to foster communication with library users and publicize library programs, services and events.

***Users of all ages have the responsibility to protect their privacy*** and should not post personally identifying information, such as last name, school, age, phone number or address. The library does not act in place of, or in the absence of, a parent.

The Library reserves the right to delete unacceptable submissions. The following are examples of unacceptable social networking content and comments. The list is not intended to be all-inclusive. Examples are:

- Profane or obscene language or content
- Content that promotes, fosters, or perpetrates discrimination based on race, color, religion, sex, national origin, sexual orientation, age, or any other characteristic protected by law
- Solicitations of commerce
- Conduct of illegal activity
- Infringement of copyrights or trademarks
- Harassment of Library staff or other social media users including profanity, threatening physical harm, or engaging in behavior with the sole intent of annoying another person
- Libelous or slanderous statements
- Private or personal information of another person without appropriate consent or authority
- Comments, postings, and/or hyperlinks not related to the content posted by library staff
- Confidential or non-public information
- Information that may tend to compromise the safety or security of the public or public systems.

### **Organizational Rules**

Any communication via this social media site (whether by a Library employee or the general public) is subject to public disclosure. Relevant city and state public records retention schedules apply to social networking content. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record.