

East Central Regional Library Social Media Policy – Approved 02/08/21

Objective

East Central Regional Library will use online and social media channels to extend the library's welcoming and supportive service environment online in a manner which is consistent with ECRL's mission, vision, and values. Social media is intended to create a welcoming space where library users will find useful, accurate, and entertaining information as well as opportunities to interact with staff and others. This policy sets out requirements and guidance to ECRL employees, external contributors, and members of the public who engage in ECRL's online and social media channels, outlining requirements for content, roles, responsibilities, and legal obligations.

This policy is meant to provide clarity and guidance to the unique considerations associated with online and social media communications, and operates in collaboration with federal, state, and local legislation as well as ECRL policies and procedures, including but not limited to the Acceptable Behavior, Data Privacy and Non-Disclosure, Internet Acceptable Use, and Internet Access policies.

Policy

Social media is defined as any web application, site, or account created and maintained by ECRL which facilitates an interactive online environment between library staff and library users. This includes, but is not limited to Facebook, Twitter, Instagram, library-created blogs, and any other online community the library may be part of in the future.

East Central Regional Library will use online and social media channels to encourage community involvement and provide a welcoming and supportive service environment online in a manner which is consistent with ECRL's mission, vision, and values.

Public Posts

Comments, posts, and messages are welcome on the library's social networking sites. While the library recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy. ECRL reserves the right to refrain from posting user submissions or comments or to remove them at any time.

Rules for Public Comments and Posts

- Stay on topic. Comments and posts should be library related.
- Duplicate posts from the same individual will be deleted.
- Don't include personal information about yourself or others. The library discourages individuals from posting personal information and reserves the right to remove any posts with personal information.
- The library is not responsible for user-generated content. A posted comment is the opinion of the user only, and publication of a comment does not imply endorsement or agreement by East Central Regional Library.

- Spam and commercial content will be removed. The library will remove posts or comments used for campaigns, religious or commercial purposes, or for soliciting funds. Gratuitous links to sites are viewed as spam and will result in the comment being removed. Repeat offenders may be banned.
- Individuals should not post anything that they do not have the right to post. The library follows a notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act.
- Posts containing offensive, obscene, threatening or abusive language, or hate speech are strictly prohibited and will be deleted. Authorities may be contacted.
- Users must abide by ECRL policies, including Acceptable Behavior and Internet Acceptable Use policies.
- ECRL maintains the right to block individual users on a social media account if, upon investigation, they are found to be in violation of this or any other relevant ECRL policy.
- Users may report concerns. Moderators will review those concerns as soon as possible.

By commenting and posting, users agree to these rules.

To ensure that users are aware of this policy and standards for blocking a user, the following statement shall be posted to each social media account and website:

“Due to ECRL’s social media policies, users who continuously post content that disregards said policies will be blocked. ECRL policies can be found at: www.ecrlib.org/about/policies-and-procedures.”

Staff Postings

Through their presence in ECRL’s online communities, library employees facilitate communication, provide information services, and offer customer service to library users. ECRL has a designated team of social media administrators who are responsible for creating posts and for monitoring and responding to public comments, posts, and questions. Library staff and representatives are committed to high standards of ethical and professional communication and information-sharing, and these standards shall continue in the online environment. Postings, comments, and all online content shall reflect the mission and vision of ECRL.

Staff shall abide by the ECRL Data Privacy Policy, and not share information considered protected or confidential.

An employee who becomes aware of an online incident or any content on an ECRL channel that contravenes this policy or any other ECRL policy must report it to a supervisor in a timely fashion.

The following ECRL employees, or their designees, have the authority to manage social media accounts:

Executive Director
Assistant Director
Resource Librarian

Programming Librarian

Outside Organizations

ECRL will use social media channels in partnership with organizations to promote messages and create awareness. This includes:

- Promote events/programs being hosted by ECRL
- Promote events/programs that align with ECRL's mission and values
- Promote events/programs in which ECRL is a partner

Outside organizations promoting events being hosted by ECRL through social media will:

- Always direct posts back to ECRL
- Link to appropriate ECRL social media account(s) and website
- Adhere to ECRL's social media policy

Staff On and Off-Duty Social Media Use

On duty

Use of personal social media by employees while at work falls under ECRL Personnel Policy #608 governing the personal use of all organizational electronic equipment and network resources, and shall be kept to a minimum, shall not interfere with job-related duties or take time for which the employee is being paid. Additionally, employees should be aware that use of organizational equipment and data and network resources is not private and may be examined.

Off duty

While off-duty, ECRL employees are free to express themselves as private citizens on social media sites to the degree that their speech does not impair the working relationships or activities of the library, or bring an undue burden upon the effective performance of library functions. Any such expressions shall not violate any confidentiality of their position, impede the performance of any employee's duties, impair the discipline and harmony among coworkers, or negatively affect the public perception of the library and/or their respective branch.

When using social media for personal use and when identifiable as a library employee, staff must be aware of their role in the organization and the potential impact of their communications on the brand, reputation, and service values of ECRL and act appropriately and with good judgment.

Employees are warned that any on or off-duty speech related to their official library duties, or speech owing its existence to the employee's professional duties and responsibilities, may not be protected speech under the First Amendment of the US Constitution. Such speech may form the basis for discipline, up to and including termination, if it is deemed detrimental to the mission of the library.

ECRL reserves the right to lawfully monitor employee's use of social media, including without limitation, to statements/comments posted on the internet, in blogs and other types of openly accessible forums, diaries, and personal and business discussion forums.