

Northlake Public Library District

Social Media Policy

STATEMENT OF PURPOSE

The purpose of this policy is to address the use of social media by the Northlake Public Library District (“Library”) and its employees, volunteers, elected officials and users.

Section I: Defining “Social Media”

A. The term “social media” refers to the use of Web-based and mobile technologies, which allow the creation and exchange or user-generated content. In short, social media are a way to transmit, or share, information with a broad audience.

B. The taxonomy of social media is constantly changing. In general, for the purposes of this policy statement, social media includes, but is not limited to:

- Social-networking sites (such as Facebook and MySpace);
- Multimedia-sharing sites (such as YouTube and Flickr) and podcasts;
- Blogging sites and other types of self-published journals (such as Blogger and WordPress);
- Micro-blogging sites and other types of collaborative, Web-based discussion forums (such as Twitter);
- Business-networking sites (such as LinkedIn); and
- Social-bookmarking sites (such as Digg and Reddit).

Section II: Purpose for the Use of Social Media

A. For Northlake Public Library District employees and users, the use of social media facilitates an environment in which to share opinions and information about library-related issues, events, and subjects. The Library supports participation in social media as an additional method by which to promote its services and resources and to further inform themselves about topics related to their job.

B. Library-sponsored social media are used to convey information about the Library’s resources and services; advise users about programs; obtain user feedback, exchange ideas, or trade insights about library trends; reach out to potential new users; and to raise awareness of the Library’s brand.

Section III: Guidelines for Website Visitors’ Posting on Library-Related Social Media

A. Northlake Public Library District encourages users to share thoughts and opinions on the library’s social media pages, provided they do so in a respectful manner.

B. The Library does not agree with or endorse every comment that individuals post on our pages. The Library’s goal is to share ideas and information with as many individuals as possible, and its policy is to accept the majority of comments posted to the Library’s

Northlake Public Library District

social media. External, non-library links on the Library's social media sites do not constitute an official endorsement on behalf of the library.

C. All posts, comments, and links posted to the Library's social media will be reviewed by designated Library employees. Because of the limits of the Library's operations, the designated moderators may not see every post right away; the Library trusts in the patience and maturity of its community to ignore any inappropriate content until staff is able to respond to or remove the post.

D. Posts containing, but not limited to, the following types of content are prohibited on Library-related social media and will be removed by the Library upon discovery:

- Content that is obscene or harmful to children (including but not limited to pornography, profanity, or vulgarity);
- Content that is racist, sexist or homophobic;
- Personal attacks, insults, harassment, or specific and imminent threats;
- Content that is potentially libelous;
- Content that was plagiarized from another source;
- Private, personal, or proprietary information published without consent; including but not limited to comments, photographs, and images;
- Comments unrelated to the content of the forum;
- Hyperlinks to material not directly related to the discussion;
- Commercial promotions or spam;
- Organized political activity;
- Violations of copyright, trademark, and fair use;
- Duplicate posts by the same individual; and
- Unauthorized use of the Library's identity.

E. Repeated violations of the prohibited content policy may result in the Library blocking the author from future posting on social media.

Section IV: General Guidelines for Employees' Use of Social Media

The following guidelines apply to the use of social media, whether for Library use or personal use; whether inside or outside the Library; whether on work time or personal time; and whether on Library equipment or personal equipment. These guidelines apply to all employees.

A. The Library encourages all employees to exercise sound judgment and common sense to prevent social media from becoming a distraction at work.

B. Employees are prohibited from discussing confidential, work-related matters through the use of social media. In addition, employees have a duty to protect other employees' home addresses, telephone numbers, and other personal information, as well as the confidentiality of the Library, user account information, strategic business plans,

Northlake Public Library District

customer lists, financial information, business contracts, and other proprietary and non-public Library information.

C. Employees shall not use social media to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against co-workers, managers, customers, clients, vendors or suppliers, any organizations associated or doing business with the Library, or the Library itself, or any members of the public, including but not limited to Website visitors who post comments. The Library's anti-harassment and equal employment opportunity policies apply to use of social media in the workplace.

Section V: Employees' Use of Library-Sponsored Social Media

All such Library-related social media are subject to the following guidelines, in addition to the general guidelines set forth in Section IV above:

A. Only employees designated by the Library can prepare content for, delete, edit, or otherwise modify content on Library-sponsored social media.

B. Designated employees are responsible for ensuring that Library-sponsored social media conform to all applicable Library guidelines. These employees are authorized to remove immediately and without advance warning any content, including offensive content such as pornography, obscenity, profanity, and/or material that violates the Library's equal employment opportunity and/or anti-harassment policies. See Section III-D for a full list of prohibited content.

Section VI: Employees' Personal Use of Social Media

Staff members are encouraged to participate in social media sites beyond the Library's sites to further their understanding of current events, culture and trends, within these guidelines.

A. During scheduled work hours at the Library, employees shall limit their use of social media to Library-sponsored posting and professional development and exploration. Personal use of social media during work hours will not be permitted.

B. Employees shall refrain from using the Library's name or initials in their log-in IDs or user names.

C. Employees shall not use the Library's logos, address, telephone number, fax number or email addresses on social media sites other than those sponsored by the Library.

D. Employees should have no expectation of privacy while using the Library's equipment and facilities for any purpose, including the use of social media. The Library reserves the right to monitor, review, and block content that violates the Library's rules and guidelines.