

# **CRAWFORD COUNTY LIBRARY**

## **Policy Manual**

### **Policy No. 225**

#### **Subject: Social Media Policy**

The Crawford County Library ("The Library") uses social media to increase awareness of and accessibility to its programs, events, resources and services in order to serve its mission. The purpose of this policy is to address use of social media including but not limited to blogs, social networks, online communications, and websites by the Library and its employees, volunteers, appointed trustees and patrons. The Library does not make its social media available for general public discourse, but rather reserves and limits the discussion to Library related topics and activities.

The Library reserves the right to restrict or remove any content from its social media, especially that which is deemed to be in violation of this policy or any applicable law. The following forms of content, comments, and postings shall not be allowed:

1. Obscenity or vulgar language.
2. Discriminatory content and/or harassment on the basis of race, creed, age, marital status, religion, physical or mental disability, sexual orientation or any other protected category.
3. Slanderous, libelous, threatening or defamatory statements.
4. Instigation of arguments or heated debate.
5. Advertising or sale of merchandise or services.
6. Political campaigning.

Only those employees responsible for the Library's social media should be actively participating on those sites during work hours. Employees who contribute to the Library's social media should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors and check grammar and spelling before posting. Employees should not discuss confidential, work-related matters through social media.

Content that is posted on Library-sponsored social media is subject to the Freedom of Information Act and records retention requirements. The Library utilizes video and photographs of library activities including patron participation, and may be posted on its social media for promotional purposes.

Library employees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. Library staff must be aware that information they display or comments they make on social media may be viewed by other users as representing official library sponsored information or comments. Employees should keep in mind the following best practices when posting content about library-related subjects and issues on their personal time, and should:

1. Conduct themselves at all times as representatives of the Library.
2. Comment and post relevant information that directly pertains to library programs, events and resources in accordance with the library mission.
3. Not make statements or comments with any kind of negative slant about library staff, board members, or patrons, in general or about their behavior, or about specific questions from patrons. It is forbidden to post, transmit or otherwise disseminate confidential patron or policy information.
4. Not represent postings as official Library opinion or policy, unless this has been clearly approved by the library director.

The Library does not endorse, monitor or review the content of personal, non-Library related social media activity of its employees. Employee use of personal social media is not permitted during working hours except for work-related purposes such as professional development or library-related social media outlets. Violations of this policy by any employees may result in discipline, up to and including termination of employment.

**ADOPTED: February 14, 2019**

**AMENDED: March 14, 2019**