



## **Social Media Policy**

Approved by the Arrowhead Library System board and adapted on Wednesday, May 8, 2013.

The Arrowhead Library System's (ALS) Social Media Policy applies to staff and patron use of ALS sites and social media sites. ALS employs the use of social media as outreach to current and potential patrons, its community and the general public. It is a cost-effective way to market and promote the libraries' activities and foster community among the libraries and their patrons. ALS recognizes that technological advances are imminent and must be embraced as useful applications within the library system. Modes of social media include, but are not limited to Facebook, Twitter, Flickr, YouTube, Tumblr, Pinterest, Foursquare, blogs and apps.

### **Purpose**

The purpose of this policy is to set ethical standards and rules for use of social media within and for the library system. The policy also provides guidelines for staff of their responsibilities as representatives of the library system.

### **Appropriate Use**

Social media tools adopted by ALS will be selected to enhance or provide cost-effective opportunities to share, communicate, and disseminate information. In accordance to all laws, ALS will make every attempt to protect copyrighted material. Staff is required to link to original sources (if possible) when quoting other works and attribute credit when posting images or other media. When posting pictures, staff will follow board policy on confidentiality. Appropriate content may include information such as:

- Book discussion information
- Readers advisory
- Event and programming information
- Community outreach
- Marketing and publicity
- Information and Reference services
- Press releases
- Library trends or technologies
- Continuing education opportunities
- Library policies or procedures

### **Inappropriate Use**

Any inappropriate comments will be removed from any ALS moderated social media. In addition, staff members are required to follow ALS social media guidelines and are restricted from posting content deemed inappropriate. Inappropriate content includes:

- Obscene or profane content
- Any content that promotes, fosters, or disseminates discrimination based on race, creed, color, age, gender, religion, marital status, national origin, sexual orientation, or physical or mental disability
- Personal attacks, threatening language, or insults
- Copyrighted or plagiarized material
- Commercial promotions or spam
- Personal information published without consent
- Unrelated comments

### **Staff Responsibilities**

ALS staff will limit social networking and any social media interaction to library related information and responsibilities. ALS staff shall abide by all copyright laws and trademarks when posting information.

When representing ALS, staff shall:

- Conduct themselves at all times as representatives of ALS and adhere to all policies and codes of conduct
- Identify themselves as employees of ALS
- Not provide, post or disseminate information on specific patrons or any confidential information
- Not conduct political or religious activities or private business
- Be respectful of all individuals and communities

### **Personal use of social media**

Employees are encouraged to participate in social media beyond ALS sites to further their understanding of social media use, potential uses, current events, trends and culture within these guidelines. Personal activity may be used to share personal information and opinions and non-work related information.

- Employees should not use their work related emails in association with any personal accounts or social networking sites.
- Employees must be clear that any opinions expressed are theirs alone and do not express the official view of the library system.
- Employees must not use official logos, or any ALS contact information in their personal posts or profiles.

### **Rights of ALS**

ALS, the board, and director reserve the right to monitor content that is posted to any ALS site or social media and modify or remove any information or posts that are deemed inappropriate.