Hastings Highlands Public Library

Area: Human Resources
Policy Title: Staff use of Social Media
Policy Number: **HR - 20**
(also refer to policy HR – 10)

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The board recognizes social media as an essential tool for organizational and individual development. Through social media the communication between staff, library users, and the community is enhanced and extended.

This policy sets our requirements and provides guidelines for employees who engage in the library's online and social media channels as part of their jobs. This policy also addresses employees' personal engagement in online and social media channels. The policy applies to all library staff and violation of these policies may be subject to disciplinary action.

Social media means any web application, account, or site created or used for online publishing, discussions, file sharing, and social networking.

Section 1: General

1. The board supports the use of social media, while recognizing the need to protect the organization's image.

2. Staff are encouraged to use social media tools for the benefit of the library. This may include:

    a) general research on work related issues
    b) following social media as part of ongoing professional development
    c) participating in social media networks created by organizations and individuals
    d) proposing the use of social media applications in library programs and services
    e) staff or user training

Section 2: Risk Management

1. Any proposal by staff to introduce social media applications to expand or promote library services requires the approval of the CEO or delegate.

2. The library's social media applications/profiles are the intellectual property of the library and not of the individual tasked with maintaining them.

3. When setting up a library account for a social media application, an email address from the library's domain must be used for registration. A record of the logins/passwords is maintained centrally by the Library CEO. Staff shall not use false screen names or pseudonyms.

4. The CEO or their designate will be responsible for monitoring the social media communication written by library staff and any mentions/discussions of the library in the larger social media environment. This will ensure that discussions initiated by library staff follow the standards established in this policy and also ensure that any questions or queries from outside the library are responded to, in an appropriate fashion.

5. Postings from external contributors to the library's social media channels may be removed at the direction of the CEO or their designate when the content of the posting is considered malicious or destructive rather than a constructive contribution to a conversation. There should be no response to malicious or destructive posts.

Section 3: Guidelines for Posting

1. Postings, comments, and online content shall reflect the mission and values of the library.

2.   Posts shall:

    a) develop relationships with our users and community
    b) raise awareness and promote the library
    c) deliver information
    d) improve and support customer service
    a) build a sense of community

3. When posting or engaging in conversation on any social media site, a staff member shall:

    a) accurately and completely identify themselves and the library
    b) use proper spelling and grammar and use an appropriate voice and tone
    c) post accurate information and respond to errors promptly and honestly
    d) exercise good judgment and common sense; opinions expressed should reflect the
         opinions of the library as a whole
    e) respect copyright
    f) protect confidentiality and show consideration for the privacy of others
    g) make others feel comfortable sharing, connecting, and receiving help
    h) be respectful of others and their opinions
    i) provide worthwhile information and perspective
    j) report inappropriate behaviour, such as a malicious post on the library Facebook wall, to
         the CEO or designate.

Section 4: Personal Use

1. Personal use of social media shall be respectful of the library, colleagues, library users, and the community. While online activity can be a medium of self-expression, content may also be a reflection of the library if one's name and/or areas of social media engagement are linked to the library.

2. When engaging in social media or online forums outside of work, staff shall make it clear that the views they express about library and community-related issues are their own and do not necessarily reflect the management or board's position. On personal accounts, some social media users state that their views are their own and not their employers'. This is a good practice, but it will not negate your responsibility or potential embarrassment.

3. If a Library Employee fails to comply with these expectations, the measures outlined in HR-06 Performance and Discipline will be followed.

Related Documents

1. Hastings Highlands Public Library. **HR-06 – Performance and Discipline Policy**