



## **SOCIAL MEDIA AND NETWORKING SITES POLICY**

Board Approved: June 17, 2021

The Community Library Network recognizes the value of social media and online networking tools as a significant avenue to interact with members, staff, donors, and volunteers. The district's digital presence should project a positive image that reflects the overall brand and is consistent with the mission and vision. Digital communications should reflect the enjoyable experience members expect with in-person interactions. Social media and networking sites are primarily created to engage the public to promote library activities, services, and functions.

In order to ensure a values-oriented, positive, professional image, and to protect the safety and privacy of district members and staff, all employees must abide by the following expectations when using networking sites for work-related activities. Failure to follow the policy may result in disciplinary action.

### **Staff use of social media and networking sites for work purposes:**

1. Official social media and networking sites, pages, or social extensions (Facebook, Twitter, LinkedIn, YouTube, etc.) for the Community Library Network will provide relevant and current information.
2. Library managers, designated account managers, and contributors including the communication coordinator will monitor all District sites for appropriate content and use on a regular and consistent basis.
3. The district's communication coordinator must be notified of and approve new accounts and shared account access. The communication coordinator establishes guidelines and rules for accounts, account features and extensions. The coordinator will:
  - serve as top-level page administrator for all sites and may share that responsibility as appropriate.
  - recommend appropriate training for staff contributors.
  - approve the outward-facing function of the brand.
4. Designated account managers are assigned by the communication coordinator. Locations must have at least one, and not more than three, account managers. Account managers select contributing editors to assist in populating the site and are responsible for approving and closing editor accounts including pass word access and staff roles. Account managers also assist with content management, schedules, and identifying training needs.
5. Social media pages should be identified as belonging to the Community Library Network with appropriate branding and identity.

6. Profiles are not used to join outside groups or connect third-party apps outside of the Library Network. Exceptions require review by the communication coordinator.
7. Any personal social media account where work issues are discussed may be considered a public record.
8. Staff members may not use district social media accounts and networking sites for personal gain.

#### **Linking to external websites:**

1. District social media may contain links to educational institutions (.edu) and government agencies (.gov). External links meeting the mission and vision and not violating the District's privacy policies can be used when approved by the communication coordinator, or their designee. Links provided by program presenters must also receive approval. No Community Library Network endorsement is implied by links to communitylibrary.net from other organizations.

#### **Content and Engagement Monitoring:**

1. Account administrators, managers, and contributing editors will post accurate, timely, and relevant content. They also monitor for appropriate interaction including guest photos, video, comments, and links.
2. All content must follow the Library's "Rules of Conduct" Policy.

#### **See Also:**

Rules of Conduct Policy