

SOCIAL MEDIA POLICY

1. The Library defines social media as, “a group of internet-based applications that allow the creation and exchange of user-generated content.”
2. Employee use of social media must comply with all pre-existing library policies including, but not limited to code of ethics policies, acceptable use of library equipment and facilities policies, emergency policies, security policies, workplace violence and harassment policies, publicity/communications policies, and confidential records policies.
3. Violation of the Library’s Social Media Policy may lead to discipline up to and including termination.
4. Unlawful use of or conduct while using social media may result in civil or criminal charges.

A. Expectations for Social Media Behavior

1. All posts on the Library website, blogs, and associated social media sites must first be approved by Administration or the appropriate department head.
2. Employees are not permitted to act or speak as representatives of the Library while using any social media unless given prior permission to do so by Administration or the appropriate department head.
3. Employees should identify themselves and be honest in posts about who they are and what they do.
4. Employees should always be loyal to the Library when they post online.
5. Since information found on social media sites may be used to form opinions about the Library and staff, common sense, professionalism, respect and sound judgment should be used at all times.
6. When posting to a site outside of library control, employees must always disclaim that “the opinions being offered are my own and do not necessarily represent the opinion of the Smithtown Special Library District.”

B. Employees Using Social Media May Not:

1. Post confidential information such as (but not limited to) patron names and contact information, employee, Administration and board information, vendor relationships, Library financial information, proprietary system information, special project information, etc.
 2. Post protected materials and/ or proprietary and intellectual property belonging to the Library or another company or person.
 3. Post using profanity, inappropriate speech, “bad-mouth” patrons or other employees, engage in personal attacks, obscenities, pornography, lewdness, defamation, harassment, and any other inappropriate behavior.
 4. Comment on or display information concerning the work performance of other employees without prior Library consent.
 5. Use social media – whether in or away from the library – in a manner that may conflict or interfere with their work responsibilities or professional obligations.
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Policy 500-200

Adopted: 6/19/12