



## Social Media Policy and Procedures

### Purpose:

To establish rules, procedures and best practices for the use of social media for the George F. Johnson Memorial Library and to ensure the effective promotion of library resources and events to public. Social media refers to sites such as Facebook, Flickr, blogs, etc. and all such accounts will always contain the library logo and/or picture that clearly represents the library.

### Procedures:

- The Library Director will be the managing authority and all social media accounts are created only with permission from him/her;
- All content is subject to editing or deleting according to the guidelines below by the library director and social media administrators. They may also remove any tags or links to other accounts at their discretion;
- All social media sites and content shall be monitored and updated as time allows by appointed library administrators. Daily monitoring of sites is expected to preserve the professionalism and integrity of posts.

### Staff Responsibilities:

When posting material and comments on the George F. Johnson Memorial Library social media accounts, staff **will**:

- Not represent any posting or statement as official policy unless it has been approved by the Library Director;
- Observe and abide by all copyrights, trademarks and service marks;
- Not make statements about patrons in any post;
- Not conduct personal business or activities on library social media accounts;

- Not post any content or pictures of library events on their personal social media accounts. Sharing previously published library posts is acceptable;
- Give information and/or photos about or from a library program to an account administrator for posting;
- Try to include a picture or graphic to highlight posted information;
- Not make any official public comments on personal social media accounts that reference any library events or policies;
- respect patron and co-worker privacy and refrain from posting identifiable information or comments regarding patrons or co-workers;
- Not spend an inordinate amount of time on personal or professional social media. This will be monitored by the Library Director.

Appropriate content for staff to post:

- Notices of upcoming meetings, programs or events;
- Highlights from past library programs;
- Information about library services, trends or technologies;
- Previously approved press releases directly concerning the GFJM Library;
- Changes in library policies or/and procedures;
- Notice of library closings, program cancellations or service interruptions;
- information about the Friends of the GFJM Library and their events;
- Training and educational opportunities for the public;
- Discussion of books, book reviews.

Postings that will not be permitted:

The following examples of postings and comments not permitted include, but are not limited to:

- Advertisements;
- Spam;
- Those containing obscene matter, cursing or of a sexual nature. Postings must be appropriate for audiences of all ages to read or see as library patrons vary greatly in age;
- Disparaging, harassing, abusive, profane, violent, threatening or hateful offensive postings;
- Postings which contain confidential information about any person, business or entity;
- Postings which violate or potentially violate local, state or federal laws;
- Postings which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed or ancestry;

- Postings which are sexually harassing including epithets, slurs, negative stereotyping, rumors, innuendos, suggestions or jokes;
- Postings will not include contact information for people, businesses or agencies other than the library and shall not be linked to any other account unless pre-approved by the Library Director.