

Warren-Newport Public Library District Staff Manual

515 Social Media Usage

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The Warren-Newport Public Library District (WNPLD) permits designated employee use of work-related social media on work time and is aware that employees may also use social networking media during nonwork time. This policy applies to WNPLD employees who use blogs, wikis, and social networking sites that may contain postings related to WNPLD, employees of WNPLD, and any resources, services, or activities of WNPLD, as well as to employees who use the same sites for personal use.

General Guidelines for Use of Social Media

The following guidelines apply to the use of social media, whether such use is work-related or personal, whether during work or nonwork time, and whether using WNPLD or personal equipment. Policy 516 Computer and Email Usage and 517 Internet Usage also apply.

~~An employee's social media posts should reflect positively on WNPLD.~~ While an employee may respectfully disagree with WNPLD actions, policies, or management decisions, the employee may not post material that is a personal attack, bullying, gossip, or a solicitation. Posts that are obscene, sexually explicit, defamatory, discriminatory, harassing, libelous, slandering, or threatening about WNPLD, its employees, patrons, website visitors who have posted comments, vendors, or organizations affiliated with WNPLD are prohibited.

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An employee may not criticize WNPLD materials, services, or activities. Such complaints must be made consistent with WNPLD policies.

Employees are prohibited from discussing confidential WNPLD matters through the use of social media. This includes but is not limited to information regarding personnel matters, as well as personal information about employees, patrons, volunteers, or trustees. Complaints regarding alleged discrimination, unlawful harassment, or safety issues are also prohibited.

Policies 103 Equal Employment Opportunity and 703 Harassment, Discrimination and Retaliation also apply to use of social media.

WNPLD Social Media Use

WNPLD uses social media that supports its mission. Social media accounts, the goodwill they represent, and the patrons who follow them are valuable marketing assets to WNPLD. Specific sites are discussed and selected by appropriate employees and approved by the Executive Director. WNPLD uses social media to engage patrons to participate in discussions of books, programs, and other events. Further information can be found in Board Policy 4045 Social Media.

WNPLD social media presences are subject to the following rules and guidelines, in addition to general guidelines set forth above:

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WNPLD-sponsored social media accounts are owned by WNPLD. Any employees who create such accounts or are provided access to such accounts do not obtain ownership rights to such accounts or any content contained therein. Employees who create or are provided access to WNPLD-sponsored social media accounts must provide all passwords and/or login information to such accounts immediately upon request and must transfer “manager” or “owner” status (as defined by the particular social media site) to WNPLD upon request.

All postings must respect copyright, fair use, trademark, and similar laws and use such protected information in compliance with applicable legal standards.

Designated employees are responsible for ensuring that the employer-sponsored social media conform to all applicable WNPLD Board and Personnel Policies. These employees are authorized to remove immediately and without advance warning any content, including offensive content such as personal insults, ethnic slurs, pornography, obscenity, profanity, and/or material that violates WNPLD EEO and/or anti-harassment policies.

Employees who want to post comments in response to content must identify themselves as employees.

Personal Use of Social Media

Personal use of social media on the employee’s personal time is subject to the following rules and guidelines in addition to the general guidelines set forth above:

Employees who utilize social media and choose to identify themselves as WNPLD employees may not represent themselves as a spokesperson for WNPLD. Accordingly, employees must state explicitly, clearly, and in a prominent place on the site that their views are their own and not those of WNPLD or of any person or organization affiliated or doing business with WNPLD. Employees may not refer to [WNPLD](#) by name when publishing any promotional content and/or providing examples of any promotional content. This section does not prohibit employees from including the WNPLD’s name, address, and/or other information on their social media profiles.

All postings must respect copyright, fair use, trademark, and similar laws and use such protected information in compliance with applicable legal standards.

WNPLD Social Media Monitoring

All social media representing WNPLD must be monitored by the Executive Director or their designee to ensure that these policies are followed. WNPLD reserves the right to monitor employees’ public use of social media including but not limited to statements/comments posted in blogs and other types of openly accessible forums, diaries, and personal and business discussion forums. An employee should contact the Head of Communications if they have any questions about the appropriateness of publishing or allowing information postings.

Employees should have no expectation of privacy while using WNPLD equipment and facilities for any purpose, including the use of social media. WNPLD reserves the right to monitor, review, and block content that violates WNPLD rules and guidelines.

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Violations

WNPLD will investigate and respond to all reports of violations of WNPLD rules and guidelines, related rules, or WNPLD Board or Personnel Policies. Employees are urged to report any violations of this policy to the Human Resources Associate. A violation of this policy may result in discipline up to and including termination of employment.