

## **SOCIAL MEDIA POLICY**

### **Purpose**

To establish rules, procedures and best practices for the use of social media websites and social media resources for the Finger Lakes Library System (FLLS). Social media refers to community created content sites such as blogs, websites, forums, wikis, social networks (Facebook, Twitter, etc.) and other content sharing sites. It includes:

- Material created by FLLS and maintained by FLLS staff.
- Material created by FLLS staff on sites hosted and created by FLLS.
- Material created on other social media sites when acting as an FLLS employee.

### **Procedures**

- The Executive Director will be the managing authority. All social media accounts are created only with the permission of the Executive Director. Similarly, changing the name, passwords, avatar, profile pictures and other settings to the social media accounts must be approved by the Executive Director.
- All content is subject to being edited or deleted by the Executive Director.
- If possible, each social media page should be linked to FLLS's official website.
- All social media sites and content shall be monitored and updated as time allows by approved FLLS staff. Daily monitoring of social media sites is expected in order to preserve the professionalism and integrity of the sites.

### **Staff Responsibilities:**

When posting material and comments on social media, FLLS staff will:

- Always conduct themselves with professionalism and integrity as an online representative of FLLS.
- Identify themselves in all posts.
- Comment, Like and Share pages and posts from member libraries and other community organizations.
- Post from reliable sources and conduct proper research prior to posting.
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials.
- Not represent any posting or statement as official policy unless it has been explicitly approved by the Executive Director.
- Not make statements about patrons or post, transmit or otherwise disseminate confidential information.
- Not conduct personal business or activities on FLLS social media accounts.
- Not spend an inordinate amount of time on social media resources. This will be monitored by the Executive Director or direct supervisor.
- Not link materials from employee personal social media accounts to FLLS social media accounts.

### **Appropriate Content for Staff to Post:**

- Notices of upcoming meetings, programs or events.
- Information about FLLS services, trends or technologies.
- Promotion and reposts from member library social media accounts.
- Credible posts from related library affiliates.
- Press Releases.
- Job Postings.
- Notices of program cancellations or service disruptions.
- Training and educational opportunities open to the public.
- Photos from events.
- All other content must be approved by the Executive Director.

### **Public Terms of Use**

- Public users should have no expectation of privacy in posting on FLLS sponsored social media sites.
- FLLS social media resources may be considered public records.
- By choosing to comment or post on FLLS's social media sites, public users agree to give FLLS permission to use the content of any posting without compensation or liability on part of FLLS.
- FLLS reserves the right to delete posts that are of the following nature:
  - Postings Not Permitted:
    - Users may not post comments, tags and images that impinge on another's privacy or that may be considered objectionable or inflammatory. Violations include, but are not limited to:
      - Off-topic and/or disruptive posts
      - Commercial promotions or spam
      - Duplicated posts from the same individual
      - Threatening language and personal attacks
      - Private, personal information published without consent
      - Obscene or libelous content
      - Copyright infringement/plagiarized material
      - Political advocacy
      - Posts that violate laws or library policies
  - Repeat offenders will be removed from FLLS social media resources.

### **Photos and Videos**

Attendees at FLLS-sponsored programs do not have a reasonable expectation of privacy. Photographs/video may be taken during any event. These photographs and videos may be posted on library maintained social media accounts or included in press releases.

An announcement will be made at each event that staff will be taking photos/video: *"Programs, events, and classes may be photographed or videoed for promotional purposes. Please notify FLLS staff if you prefer not to be photographed."*

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### **Reporting Violations:**

FLLS staff and users may report violations of this policy to the Executive Director.

Users who feel they have been unfairly banned from FLLS's social media resources may file an appeal in writing with the FLLS Board of Trustees. Appeals will be reviewed at the next regular meeting of the Trustees, provided the appeal has been received at least seven days prior to the meeting.

**Disclaimer:** FLLS is not responsible or liable for the content of postings by third parties on any FLLS-sponsored social media site. Postings do not reflect the opinions or positions of FLLS, its employees or its Trustees.

*Approved by the FLLS Trustees — June 29, 2016*