

# **Arrowhead Library System**

## **Social Media Policy**

### **1. Purpose**

A. Arrowhead Library System (ALS) wishes to establish a positive and informative social media presence. Employees and representatives have the responsibility to use ALS's social media resources in an efficient, effective, ethical and lawful manner pursuant to all existing policies. This policy provides guidelines and standards for employees and representatives regarding the use of social media for communication with service recipients, colleagues and all other followers.

### **2. Policy**

A. ALS will determine, at its discretion, how its web-based social media resources will be designed, implemented and managed as part of its overall communication and information sharing strategy. ALS social media sites may be modified or removed at any time and without notice, as described in this document. ALS social media accounts are considered an asset and administrator access to these accounts must be securely administered in accordance with the ALS policies. All social media web sites created and utilized during the course and scope of an employee's performance of his/her job duties will be identified as belonging to ALS, including a link to the ALS web site.

### **3. Scope**

A. This policy applies to any existing or proposed social media web sites sponsored, established, registered or authorized by ALS. This policy also covers the private use of ALS's social media accounts by all ALS employees and agents. As used in the policy, "employees and agents" means all ALS representatives, including its employees and other agents of the system such as independent contractors, ALS Board members, and all volunteers to the extent it affects ALS. Questions regarding the scope of this policy should be directed to either the Executive Director or the Assistant Director.

### **4. Definition**

A. Social media includes, but is not limited to:

- a. Social networking sites/mobile apps such as Facebook, LinkedIn, and Twitter
- b. Blogs
- c. Social news sites such as Reddit and BuzzFeed
- d. Video and photo sharing sites such as YouTube, Pinterest, Instagram, SnapChat, and Flickr

- e. Wikis, or shared encyclopedias such as Wikipedia

## **5. ALS Employees/Agents Rules of Use**

- A. ALS employees and agents with administrator access are responsible for managing social media websites. Employees wishing to have a new social media presence must initially submit a request to either the Executive Director or the Assistant Director in order to ensure social media accounts are kept to a sustainable number and policies are followed. All approved sites will be clearly marked as the “Arrowhead Library System” site and will be linked with the ALS website ([www.alslib.info](http://www.alslib.info)). No one may establish social media accounts or websites on behalf of ALS unless authorized in accordance with this policy. Administration of all social media web sites must comply with applicable laws, regulations, and policies as well as proper business etiquette.
- B. ALS social media accounts accessed and utilized during the course and scope of an employee’s performance of his/her job duties may not be used for private or personal purposes or for the purpose of expressing private or personal views on personal, political or policy issues or to express personal views or concerns pertaining to ALS employment relations matters or for personal financial gain.
- C. No social media website may be used by ALS or any employee or agent to disclose private or confidential information. No social media web site should be used to disclose sensitive information; if there is any question as to whether information is private, confidential or sensitive, contact either the Executive Director or the Assistant Director.
- D. When using social media sites as a representative of ALS, employees and agents will act in a professional manner. Examples include, but are not limited to, adhering to all ALS policies and using only appropriate language. Content creators must be aware that content will not only reflect on the writer but also on the Arrowhead Library System as a whole, including board members, ALS employees, and other agents. Information posted must be accurate and free of grammatical errors. Some tips for posting include:
  - a. Not providing private or confidential information, including names, or using such material as part of any content added to a site.
  - b. Not negatively commenting on community partners or their services, or using such material as part of any content added to a site.
  - c. Not providing information related to pending decisions that would compromise negotiations.

- d. Be aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases.
- e. Always keep in mind the appropriateness of content.
- f. Comply with any existing code of ethical behavior established by ALS.

## **6. Guidelines for Public Postings**

- A. Comments, posts, and messages are welcome on the ALS social networking sites. While the library recognizes and respects differences in opinion, all such interactions will regularly be monitored and reviewed for content and relevancy. ALS staff with administrative rights will not edit any posted comments. However, comments posted by members of the public will be removed if they are abusive, obscene, defamatory, in violation of the copyright, trademark right or other intellectual property right of any third party, or otherwise inappropriate or incorrect. The rules for public posting are as follows:
  - a. Comments and posts should be library related.
  - b. Duplicate posts from the same individual will be deleted.
  - c. ALS discourages individuals from posting personal information and reserves the right to remove any posts with personal information.
  - d. ALS is not responsible for user-generated content. A posted comment is the opinion of the user only, and publication of a comment does not imply endorsement or agreement by ALS.
  - e. Spam and commercial content will be removed, along with posts or comments used for campaigns, religious, commercial, or fundraising interests.
  - f. ALS follows a notice-and-takedown procedure for complains of copyright violation under the Digital Millennium Copyright Act.
  - g. Posts containing offensive, obscene, threatening or abusive language, or hate speech are strictly prohibited and will be deleted. Local authorities may be contacted.
  - h. Users may report concerns. Moderators will review those concerns as soon as possible and reply.

## **7. Personal Social Media Use**

- A. The Arrowhead Library System respects employees and agents' rights to post and maintain personal websites, blogs and social media pages and to use and enjoy social media on their own personal devices during non-work hours. ALS requires employees and agents to act in a prudent manner with regard to website and internet postings that reference ALS, its personnel, its operation or its property. Employees and agents and others affiliated with ALS may not use an ALS brand, logo or other ALS identifiers on their personal sites, nor post information that purports to be the position of ALS without prior authorization.

- B. ALS employees and agents are discouraged from identifying themselves as ALS employees when responding to or commenting on blogs with personal opinions or views. If an employee chooses to identify him or herself as an Arrowhead Library System employee, and posts a statement on a matter related to ALS business, a disclaimer similar to the following must be used: *These are my own opinions and do not represent those of the Arrowhead Library System.*
- C. Occasional access to personal social media websites during work hours is permitted, but employees and agents must adhere to the guidelines outlined in ALS policies and the *ALS Policy Against Discrimination and Offensive Behavior*. Employees and agents should also review the Ownership section of this policy (below).
- D. There may be times when personal use of social media (even if it is off-duty or using the employee's own equipment) may overlap workplace use and become the basis for employee coaching or discipline. Examples of situations where this might occur include:
  - a. Friendships, dating or romance between co-workers
  - b. Cyber-bullying, stalking or harassment
  - c. Release of confidential or private data; if there are questions about what constitute confidential or private data, contact either the Executive Director or the Assistant Director.
  - d. Unlawful activities
  - e. Misuse of ALS-owned social media
  - f. Inappropriate use of ALS's name, logo or the employee's position or title
  - g. Using ALS-owned equipment or ALS-time for extensive personal social media use
- E. Each situation will be evaluated on a case-by-case basis because the laws in this area are complex. If there are any questions about what types of activities might result in discipline, please discuss the type of usage with either the Executive Director or the Assistant Director.

## **8. Data Ownership & Privacy**

- A. All social media communications or messages composed, sent, or received on ALS equipment in an official capacity are the property of ALS and will be subject to the Minnesota Government Data Practices Act. This law classifies certain information as available to the public upon request. The Arrowhead Library System also maintains the sole property rights to any image, video or audio captured while an ALS employee is representing ALS in any capacity. ALS retains the right to monitor employee's social media use on ALS equipment and will

exercise its right as necessary. Users should have no expectation of privacy. Social media is not a secure means of communication.

**9. Policy Violations**

- A. Violations of this Policy will subject the employee to disciplinary action as described in the ALS Employee Behavior Policy.

Adopted by ALS board August 11, 2016