

*THIS POLICY TEXT IS **AN EXAMPLE ONLY**. IT'S MEANT FOR A PERSONNEL MANUAL, NOT FOR THE GENERAL PUBLIC. WE SUGGEST THAT YOU GET **OFFICIAL APPROVAL** FOR INCLUDING ANY SUCH POLICY IN YOUR MANUAL IN THAT IT IS UNCOMMON ENOUGH TO GENERATE SPECIAL OFFICIAL INPUT. IF THE IDEA IS RELATIVELY NEW, THEN CAREFUL STAFF TRAINING MAY BE PARTICULARLY*

## Social Media Policy for Library Staff

“Social Media” includes community-created content sites like blogs, forums, Flickr, YouTube, wikis, social networks, Twitter, and other content sharing sites. It includes:

- material created by you on sites hosted and created by the library
- material created on other social media sites when acting as a library employee.

When you use social media, your behavior and content is not only a reflection of you but also of the library. This policy complements, rather than overrides, any existing requirements that you act professionally, respectfully and honestly.

If you are uncertain about appropriate use of social media, then ask your supervisor for assistance. In some situations, regular review of drafts prior to posting will be required.

If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit “send.” Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, discuss it with your supervisor.

### Social Media Do's

1. Be Professional – Talk the way you would talk to real people in professional situations.
2. Be Courteous – Be sure to listen & ask questions.
3. Be Accurate – Check your facts before you post and provide supporting sources if necessary.
4. Be Useful – Add content because you have something interesting to say.
5. Be Intelligent – Offer insight and ideas.

6. Be Conversational – Avoid overly pedantic or “composed” language. Don’t be afraid to bring in your own personality.
7. Be Non-confrontational – If you disagree, do so respectfully.
8. Be Prompt – If you need to moderate or respond to a comment do so as quickly as possible.
9. Be Identifiable – Use your real name or that which your library has chosen as its public name; do not post anonymously.
10. Be Transparent – Disclose that you work for the library if this is relevant, and be honest & truthful.

### Social Media Don’ts

1. Don’t Share Secrets –If you aren’t sure you can disclose something, just don’t do it. Think about privacy, confidentiality, and permission to use other people’s content.
2. Don’t Bad Mouth – Respect everyone, particularly those who challenge your library’s values. Keep the language clean & avoid judging people or companies.
3. Don’t Complain – Keep the library’s problems and concerns out of the public space unless *directly* told otherwise by your supervisor.
4. Don’t Forget Your Day Job –Social Media can consume you, so don’t forget your other duties. Moderate, balanced use is essential.

### Responsible moderation

Moderation is the act of reviewing and approving content from others. Our aim is to promote community conversation, so we will only remove content that:

- is abusive
- is off-topic
- contains personal and/or cultural attacks or insults
- promotes hate of any kind
- is offensive in nature or contains offensive language
- is spam
- is potentially libelous
- contains plagiarized material
- contains commercial content

(Adapted from:

Greenhill, Kathryn. “A social media policy for a one-branch public library.” 10 Sept. 2010. Librarians Matter. <http://librariansmatter.com/blog/2010/09/10/a-social-media-policy-for-a-one-branch-public-library/>)