200 Personnel Chapter 2N. Social Media Use

It is the policy of Great River Regional Library (GRRL) to have standards of practice in order to safeguard the sharing or transfer of any proprietary, intellectual and/or private or confidential information as it relates to GRRL’s interests, on any social media outlet.

The purpose of this policy is not to restrict the flow of useful and appropriate information, but to minimize the risk to GRRL and its employees. GRRL recognizes the growing importance of online social media networks as a communication tool and respects the right of employees to use these mediums during their personal time. Personal use of these mediums during work time or on GRRL equipment, however, is restricted to breaks and unpaid lunch time.

Definition

“Social media” are digital technologies and practices that enable people to use, create, and share content, opinions, insights, experiences, and perspectives. Social media can take many forms, including text, images, audio, video, and other multimedia communications. Popular examples include, but are not limited to, personal blogs, other types of self-published online journals, and collaborative discussion forums and/or websites such as Facebook, Twitter, LinkedIn, MySpace, YouTube or others.

GRRL Position

GRRL takes no position on an employee’s decision to participate in the use of social media networks. Employees who participate in social media may include information about their work at GRRL as part of their personal profile so long as such information and postings comply with the provisions of the GRRL Social Media Use policy. This may include:

- Work information such as company name, job title, and job duties.
- Status updates regarding an employee’s own job promotion.
- Personal participation in GRRL sponsored events, including volunteer activities.

In general, employees who participate in social media are free to publish their own personal information without restriction by GRRL. Employees, however, must avoid posting information that could place GRRL at legal compliance risk. It is important for employees to remember that the personal communications of employees may reflect on the library, especially if employees are commenting on library business.

General Rules and Guidelines

The following rules and guidelines apply to the use of social media, whether such use is for GRRL on library time or for personal use during non-work time. These rules and guidelines apply to all GRRL employees and volunteers.

1. Employees are prohibited from discussing non-public, private, or confidential work-related matters through the use of social media. Employees also have a duty to protect employees’ non-public personal information and the confidentiality of GRRL or vendor proprietary information and non-public library information.
2. Employees are prohibited from acting as a spokesperson for GRRL or posting comments as a representative of the organization unless listed as an essential duty on their job description or directed by someone whose essential duties reflect such authority.
3. Employees engaging in social media activity must conduct themselves in accordance with GRRL anti-harassment and Equal Employment Opportunities Commission (EEOC) policies that apply
to use of social media.
4. This policy is not intended, nor shall it be applied, to restrict employees from discussing their wages, hours and working conditions.
5. Federal law requires that any employee who endorses GRRL online must disclose his or her employment in the endorsement.

Misinformation Correction

GRRL appreciates that employees may be tempted to correct misinformation about the organization which appears online. If such a situation occurs, the employee should relay the information to the Associate Director – Public Relations, who will determine the best response, if any.

Employer Monitoring

GRRL reserves the right to monitor employees' public use of social media including but not limited to statements/comments posted on the Internet, in blogs and other types of openly accessible forums, diaries, and personal and business discussion forums. Employees should have no expectation of privacy while using library equipment and facilities for any purpose, including the use of social media. GRRL reserves the right to monitor, review, block and/or require removal of content that violates GRRL's policies, procedures or any related rules/guidelines.

Violation of Policy

Violations of this policy may lead to disciplinary action, up to and including termination from employment.

2N.1 Personal Use of Social Media

The following rules and guidelines, in addition to the rules and guidelines set forth in the General Rules and Guidelines above, apply to employee use of social media on the employee's personal time whether using the employer’s equipment on the work site or using non-employer owned equipment on or off the work site. Violation of the rules and guidelines under this section may lead to disciplinary action, up to and including termination from employment.

1. Employees must abide by GRRL's policies and procedures concerning personal use of GRRL's computer and related equipment.
2. Employees who utilize social media and choose to identify themselves as employees of GRRL are strongly encouraged to state explicitly, clearly, and in a prominent place on the site that their views are their own and not those of GRRL or of any person or organization affiliated or doing business with the GRRL.
3. Employees cannot use GRRL's logo or trademarks or the name, logo, or trademarks of any business partner, supplier, vendor, affiliate, or subsidiary on any personal blogs or other online sites unless their use is sponsored or otherwise sanctioned or approved by the owning entity.
4. Employees cannot post GRRL's copyrighted or confidential information or library-issued documents bearing GRRL's name, trademark, or logo.
5. Employees cannot post photographs of library events, other employees or representatives engaged in GRRL business or library products/services, unless employees have received GRRL's written permission.
6. Employees are prohibited from discussing non-public, private or confidential, work-related matters through the use of social media. Employees also have a duty to protect employees' non-public personal information and the confidentiality of GRRL or vendor proprietary and non-public library information.
7. Employees are not permitted to discuss or display online information, statements, comments, or images that violate GRRL's Discrimination and Offensive Behavior policy or general personnel
policies.

2N.2 Employer-Sponsored Social Media

GRRL maintains a presence on social media sites that are deemed appropriate for marketing the organization. These pages are maintained by the GRRL Patron Services Department. Employees are encouraged to participate on these pages while representing themselves personally, following the guidelines above.

GRRL sponsored social media is used to: convey information about library products and services; advise patrons about library updates; obtain patron feedback; exchange ideas or trade insights about library trends; reach out to potential new markets; provide use and marketing support to raise awareness of GRRL’s brand; issue or respond to breaking news, or respond to publicity; brainstorm with employees and patrons; and discuss library and department specific activities and events.

All such GRRL-related social media is subject to the following rules and guidelines, in addition to rules and guidelines set forth above:

1. Only employees designated and authorized by GRRL can prepare content for or delete, edit, or otherwise modify content on employer-sponsored social media.
2. Employees cannot post any copyrighted information where written reprint permission is not obtained in advance.
3. Designated employees are responsible for ensuring that the employer-sponsored social media conform to all applicable library rules and guidelines. These employees are authorized to remove immediately and without advance warning any content, including offensive content such as pornography, obscenities, profanity, and/or material that violates employer's EEOC and/or anti-harassment policies.
4. Library employees who want to post comments in response to content must identify themselves as employees and be consistent with applicable GRRL policies and procedures and related rules/guidelines.

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