



Clinton-Essex-Franklin Library System *Social Media Policy*

Approved by the Board on July 26, 2021

Social Media Policy

Social media is defined as many web application, site, or account established for online interaction and connection. This policy applies to individuals posting on social media on behalf of the Clinton-Essex-Franklin Library System (CEFLS) in any capacity. The content posted on the CEFLS social media accounts do not necessarily reflect the official policy or position of the CEF Library System.

Purpose:

CEFLS utilizes social media tools to enhance communication, collaboration, and information exchange among CEFLS staff, member library staff and trustees, agency partners, and the general public. Posted and shared content is intended to increase patron engagement, reach new library users, relay useful information, offer entertainment of interest to the library audience, highlight information about member libraries, and provide additional access points to information, resources, and services.

Procedure:

- Each social media page/platform must clearly indicate that it is maintained by CEFLS.
- Whenever possible, each social media account should link to the CEFLS website and the Public Terms of Use.
- Organizational branding should be used to ensure consistency in the appearance and messaging of the accounts.
- At least one designated staff member should be responsible for posting content.

Staff Responsibilities:

When posting content and comments on CEFLS social media platforms, staff will:

- Always conduct themselves with professionalism as a representative of the System.
- Not represent any posting or statement as official policy unless it has been explicitly approved by the Director.
- Not conduct personal business or activities on library social media accounts.

- Not link material from employee personal social media accounts to the System’s social media accounts.

Social Media Content:

Content from other sources may be reposted if it does not violate the Social Media Policy. Please consider the source and how the post may be viewed by members of the public. For example, endorsement of a particular political or social position has the potential to alienate members of our online audience. If there is any doubt about the appropriateness of content, please ask for guidance before posting.

Appropriate content may include:

- Notices of upcoming meetings, programs, or events at the System or member library locations. CEFLS will generate posts for events that we sponsor or co-host, or for member libraries that do not maintain social media accounts. All other events should be promoted by sharing from the host’s account.
- Free events hosted by partner agencies or other organizations in the System service area may be shared.
- Information about System and member library services.
- Information about trends, events, and new technologies in the wider world of libraries.
- Press Releases that reference CEFLS, member libraries, or partner agencies.
- Training and educational opportunities for member library staff and public.
- Promotion of professional organizations related to System activities.
- Discussion of books and book reviews.
- Fundraising events may be shared if they benefit a member library, a library Friends group, or a 501C3: Non-profit Organization in our service area for the purpose of promoting literacy, books, or reading.

Posts by EFLS staff should not contain the following:

- Nonpublic and private information of any kind
- Personal or commercial information
- Combative exchanges
- Obscene matter of language (postings must be appropriate for audiences of all ages to read or see)

- Disparaging, harassing, or offensive content
- Content that violates local, state, or federal laws including intellectual property and copy laws.

Frequency:

- It is recommended that the social media accounts be updated with new content at least once per business day. Scheduling options may be used to facilitate this process and to post on weekends and holidays.
- Social media accounts should be monitored throughout the business day for patron queries that require a response. During operating hours, messages or posts by patrons should receive a response in a timely manner. If a patron makes a comment or asks a question that requires an answer, care needs to be taken in how the message and information are conveyed.

Best Practices:

- If you wouldn't say it at a conference or to a member of the media, do not post it online.
- Be accurate: Verify (and attribute) content prior to posting on a social media site or platform. Check your spelling and grammatical errors.
- Be respectful: Content contributed to a social media site could encourage comments or discussion of opposing ideas. Respond to each comment with respect and understanding. If it is necessary to delete inappropriate posts, it is recommended to send a direct message to the poster explaining why and move the conversation to a private venue. For example: Thank you for your response. We removed your post because it contained language that violates our social media policy. However, we would like to address your concern.
- Know Your Audience: Social media presence is easily available to the public at large. Consider this before publishing to ensure the post or content will not alienate, harm, or provoke any reader or detract from the image of your library system.
- Link back to CEFLS: Whenever possible link back to our website.
- Protect the System's voice: Posts on all social media platforms should protect the system's institutional voice by remaining professional in tone, unbiased, and professional at all times. This applies to content, naming accounts, and selecting profile pictures to post.

Public Terms of Use:

CEFLS welcomes the comments, posts, and messages by community members and respects differences in opinion. All comments, posts, and messages will be periodically reviewed and the following terms of use apply.

- Public users should have no expectation of privacy in postings on System-sponsored social media sites or platforms. By using these sites, users consent to the Library's right to access, monitor, and read any postings on the sites.
- The System's social media resources may be considered public records. If copies are requested, the System will disclose the contents of its social media sites to the requestor (s).
- By choosing to comment on CEFLS social media sites, public users agree to these terms:
 1. Postings which the System, in its sole discretion deems not permitted or inappropriate, may be removed in whole or in part by the System without prior notice.
 2. The System reserves the right to ban or block users who have posted in violation of this policy.
 3. By posting on the System's social media sites public users give the System permission to use the content of any posting without compensation or liability on the part of the System.

The plan is approved by the Board of Directors on _____.