

INTRODUCTION

The Library District understands and respects the fact that employees may participate in a variety of online activities as individuals. Social media such as Twitter, Facebook, LinkedIn, Flickr, YouTube and Instagram have become commonly used for communications, so the Library District has enacted the following rules and guidelines.

GENERAL PROVISIONS

The following rules and guidelines apply to the use of social media, whether such use is for the Library District during working time, for personal use during non-working time, outside the workplace, or during working time while using Library District-owned equipment. (Using Library District equipment to access social media sites is also governed by the Library District's Electronic Communications Use Policy. Employees should also refer to this policy before accessing such sites via the Library District's equipment). These rules and guidelines apply to all employees.

- Do not post any confidential information. More specifically, never post information about a patron--remember that library confidentiality laws apply.
- Employees cannot use social media to harass, threaten, bully, or discriminate against co-workers, managers, customers, patrons, vendors or suppliers, any organizations associated or doing business with the Library District, or any members of the public, including website visitors who post comments. The Library District's anti-harassment and EEO policies apply to use of social media in the workplace.
- This policy is not intended, nor shall it be applied, to restrict employees from discussing their wages, hours and working conditions with co-workers.

LIBRARY DISTRICT-SPONSORED SOCIAL MEDIA

Library District-sponsored social media is used to convey information about the Library District's facilities and services; advise the public about upcoming events; obtain patron feedback, exchange ideas or trade insights about industry trends; reach out to potential new markets; issue or respond to breaking news, or respond to negative publicity; and brainstorm with employees and patrons.

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

- Only employees designated and authorized by the Library District can prepare content for or delete, edit, or otherwise modify content on Library District-sponsored social media. Library District-sponsored social media accounts are owned by the Library District. Any employees who create such accounts or are provided access to such accounts do not obtain ownership rights to such accounts or any content contained in them. Employees who create or are provided access to Library District-sponsored social media accounts must provide the Library District with all passwords and/or log-in information to such accounts immediately upon the Library District's request, and must transfer "manager" or

“owner” status (as defined by the particular social media site) upon the Library District’s request.

- Employees must respect copyright, trademark and similar laws and use such protected information in compliance with applicable legal standards.
- Designated employees are responsible for ensuring that the Library District-sponsored social media conforms to all applicable Library District 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 the Library District’s EEO and/or anti-harassment policies.
- Employees who want to post comments in response to content must identify themselves as employees.

PERSONAL USE OF SOCIAL MEDIA

The following rules and guidelines, in addition to the rules and guidelines set forth above, apply to employee use of social media on the employee’s personal time.

- Employees should abide by the Library District’s policy concerning personal use of the Library District’s electronic communication systems.
- Employees who utilize social media and choose to identify themselves as employees of the Library District may not represent themselves as spokespeople for the Library District. Accordingly, employees 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 the Library District or of any person or organization affiliated or doing business with the Library District.
- Employees should respect all copyright and other intellectual property laws. For the Library District’s protection, as well as your own, it is critical that you show proper respect for all the laws governing copyright, fair use of copyrighted material owned by others, trademarks and other intellectual property, including the Library District’s own copyrights, trademarks, and brands.
- Employees may not advertise or sell Library District products or services through social media.

LIBRARY DISTRICT MONITORING

The Library District reserves the right to monitor employees’ public use of social media, including but not limited to statements or 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 District equipment and facilities for any purpose, including the use of social media. The Library District reserves the right to monitor, review, and block content that violates the Library District's rules and guidelines.

VIOLATION

The Library District will investigate and respond to all reports of violations of the Library District's rules, guidelines, or policies. Employees are urged to report any violations of this policy to the Library Director. Any violation of this policy may be grounds for appropriate discipline up to termination.

Adopted by the Niles Public Library District Board of Trustees 1.20.2011; Revised 12.14.16