

## SOCIAL MEDIA POLICY

This policy governs the official publication of social media by staff of the Connetquot Public Library. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation, blogs, wikis and social networking sites such as Facebook, LinkedIn, Pinterest, Twitter, Flickr and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email and the Internet.

- Before engaging in work- related social media, staff must obtain the permission of the Library Director.
- Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.
- All uses of social media must follow the same ethical standards that Connetquot Public Library Staff must otherwise follow.
- Social media accounts may not use Connetquot Public Library's name without prior approval from the Library Director.
- The Connetquot Public Library profile on social media sites must be consistent with the profile on the Connetquot Public Library website or other Connetquot Public Library publications. This profile information may be obtained from the Library Director.
- Official Connetquot Public Library photographs and logos must be used for the profile photograph.
- Privacy settings on social media platforms should be set to allow anyone to see the profile information, similar to what would be on the website.
- It is critical to show respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others; including Connetquot Public Library owned copyrights and brands. Never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.
- Staff, patrons, partners and vendors should not be cited or obviously referenced without their approval. Never identify a staff member, patron partner or vendor by name without permission.
- Make sure that social networking does not interfere with your employment or with serving the public.

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