

Social Media Policy

Fond du Lac Public Library

Board approved: October 21, 2010

Previous policy dated:

Purpose:

Social media (SM) are a universally accepted means of communication among individuals and becoming essential tools for business or government organizations to effectively interact with the public. They have both benefits and concerns. It is essential for staff to be knowledgeable of best practices and pitfalls when using social media for library purposes.

Guidelines:

1. Official staff communications via social media present an image of the library. Employees should be aware of these at all times and conduct themselves as if communication were taking place in person in front of a very large audience.
 - a. A good rule of thumb is to never say anything you wouldn't want overheard by your coworkers, supervisor, library director, library trustee, city council member, city manager, etc.
2. FDLPL is the sole owner of all SM sites/communications created/conducted on work time. All sites should be created in such a way that authorization to make changes or updates can be done by any authorized library personnel. Authorization will be granted by administrative staff – the Director or a Coordinator.
3. Sites should be set up so that individuals leaving the employ of the library are unable to modify the site except in ways that may be available to any member of the public.
4. Employees are prohibited from setting up sites that may be construed by the public as officially representing FDLPL or the City of Fond du Lac. Some sites that are questionable as to their origin may be allowed if they contain the following disclaimer:

This is not an official site of the Fond du lac Public Library or the City of Fond du Lac. The views and opinions represented are my own and may not be shared by the Library or the City.

Disclosure of confidential library, city, or customer information is strictly prohibited.

1. Comments posted by the public on library sites that are racist, sexist, profane, or intended to harass employees, government officials, or members of the public will be deleted by library staff.

2. Violation of any of these guidelines will be considered grounds for immediate disciplinary action up to and including dismissal. Some disclosures of confidential information may be grounds for further prosecution under applicable state or federal statute.