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<p>Social Media Policy</p> <p>Purpose:</p> <p>To govern the publication of and commentary on social media by employees of Guernsey Memorial Library. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr and YouTube. This policy is in addition to and complements any existing or future library policies regarding the use of technology, computers, email and the internet.</p> <p>Policy:</p> <p>Employees who are not so approved by the Director are not allowed to publish or comment via social media in any way during work hours or using work facilities, or in any way that suggests they are doing so in connection with GML. Current GML employees who are appointed as administrators and approved by the Director are free to publish or comment via social media in accordance with this policy. Such employees are subject to this policy to the extent they identify themselves as an GML employee (other than as an incidental mention of place of employment in a personal social media on topics unrelated to the library.)</p> <ul style="list-style-type: none"> - Before engaging in work related social media, employees 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 GML employees must otherwise follow; and, - It is not allowed to provide any materials for personal commercial gain or improperly use of the GML name and or logos. <p>Setting up Social Media:</p> <ul style="list-style-type: none"> - Social media identities, logon ID's and user names may not use GML's name without prior approval from the library director; - Accounts made for GML must be created by an authorized representative of GML; and, - Authorized administrator(s) must maintain the security of account <p>Protect Your Own Privacy:</p> <p>Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the GML website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.</p>		
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<p>Basic Guidelines:</p> <p>Social media should encourage fans, followers and friends to share their thoughts by commenting on stories, videos, links, posts, etc. within the following guidelines:</p> <ul style="list-style-type: none"> - Comments must be relevant to a topic discussed and to the point. - Comments should be constructive and absent of expletives, obscenity and/or vulgarity; - Posts that are off-topic, abusive, contain profanity, are threatening in tone or devolve into personal attacks will be deleted immediately; and, - Posts with links that are determined to be spam or sales and advertising should be removed. <p>Respect Copyright Laws:</p> <p>It is critical that you show respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others. You should 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.</p> <p>Respect Your Audience, GML, and Your Co-Workers:</p> <p>The public in general, and GML's employees and patrons, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the GML website. Be respectful. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory – such as politics and religion. Use your best judgment, and when necessary, consult the Library Director.</p> <ul style="list-style-type: none"> - Content directed at individual fans or page users should be written in a respectful manner;\ - Content should never be written in a manner that can be interpreted as combative, demeaning or otherwise negative; and, - Content should not be posted unless it is suitable for all ages. <p>Controversial Issues:</p> <p>If you see misrepresentations made about GML in the media, you may point that out to the library director who will then proceed with necessary actions. If other organizations or departments are mentioned, make sure information is factual and that it does not disparage that party. Avoid arguments. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct. Accounts must be monitored and updated on an ongoing basis by the units that create them to enable rapid response to any problems that may arise.</p>		
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<p>Be the First to Respond to Your Own Mistakes:</p> <p>If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly – better to remove it immediately to lessen the possibility of a legal action. The Library Director should be informed and aware of any situations that arise from a mistake.</p> <p>Enforcement:</p> <p>Policy violations will be subject to disciplinary action, in accord with Library Policy.</p> <p>Employee Personal Use of Social Media</p> <p>Library employees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. As public employees, Library employees are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed a violation of any policy of the Library. Employees should keep in mind the following best practices when posting content about library-related subjects and issues on personal time.</p> <ul style="list-style-type: none"> • Employee use of personal social media is not permitted during working hours except for work-related purposes such as professional development or library-related social media outlets. Employees may use personal social media during breaks and other non-working hours. • If you identify yourself as an employee of the Library, make it clear that the views expressed are yours alone and do not represent the views of the Library. • Respect the Library’s confidential and proprietary information. Do not post information still in draft form or is confidential. • No comments with any kind of negative, mocking, condescending, etc. slant should be made about patrons or library personnel in general, about specific questions from patrons, or about patron behaviour on social media sites. • Employees shall respect all Library patrons online as they do in person and on the phone. • Remember that what you write or post is public, and will be so for a long time. It will also be spread to large audiences without your knowledge or permission. Use common sense when using email or social media sites. Refrain from sending or posting information that you would not want your supervisor or other employees to read, or that you would be embarrassed to see in the newspaper or viewed by your parents, spouse or loved ones. • GML expects its employees to be truthful, courteous and respectful toward supervisors, coworkers, citizens, customers and other persons associated with the City. Do not engage in name-calling or personal attacks. • Refrain from making disparaging comments about the workplace, policies, or supervisors, or discussing internal employment disputes on social media. Assume anything written about a co-worker or supervisor will be read by that co-worker, your supervisor and many others. • Comments about patrons in general, about specific questions from patrons, or about patron behavior are not appropriate. 		
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