

Peoria Public Library Social Media Policy

(Reviewed by Peoria Public Library Board of Trustees, December 15, 2015)

Purpose:

Peoria Public Library uses social media tools such as Facebook, Twitter, and blogs to communicate library news, events, and information and to foster communication between employees and library users. However, use of social media also presents certain risks and carries with it certain responsibilities. These guidelines have been established for appropriate use of social media to assist Peoria Public Library employees in making responsible decisions about the use of social media and to avoid misstatements and errors in communications.

In General:

This policy applies to all employees of Peoria Public Library.

Definitions:

“Social Media” refers to community created content sites like blogs, YouTube, social networks, Pinterest, Twitter and other content sharing sites. It includes:

- Material created by the library and maintained by library employees
- Material created by library employees on sites hosted and created by the library
- Material created on other social media sites when acting as a library employee

When employees use library social media, their behavior and content are not only a reflection of the employee, but also of the Library. This policy complements policies specified in the Peoria Public Library Employee Policy Manual and, consistent with those policies, establishes that employees are responsible for acting professionally, respectfully and honestly in their use of library social media.

Guidelines:

Social media accounts for Peoria Public Library may be created only by the Manager of Public Relations or an employee directed to create such accounts by the Manager of Public Relations. Decisions regarding Peoria Public Library's use of new social media outlets are made by the Library Director and the Manager of Public Relations. Library branches, departments, or employees may not create accounts on behalf of the library on social media sites.

The Manager of Public Relations may designate authorized contributors to library social media sites based on individual employees' job duties and abilities. The Manager of Public Relations reserves the right to change the designation of authorized contributors and to remove, edit or otherwise modify any posting to the library's social media accounts in order to ensure a consistent and professional image. Employee discussion and contribution on library social media sites are subject to the "Social Media Policy – Public Terms of Use" found on the Peoria Public Library website www.peoriapubliclibrary.org.

Employees who are authorized to post on library social media sites on behalf of Peoria Public Library must:

Know and follow the rules

Employees must carefully read these guidelines and the Peoria Public Library Employee Policy Manual and ensure their postings are consistent with these policies. They must be aware that all existing library policies and employee behavior guidelines extend to the online arena as well as the workplace.

Be honest and accurate

Employees must always be honest and accurate when posting information or news, and if a mistake is made, it must be corrected upon discovery. Employees are responsible for checking the accuracy of the information they post online. Employees must be diligent in their research to ensure that their posts are factually correct and, if appropriate, provide supporting sources.

Post only appropriate and respectful content

Employees must maintain the confidentiality of private or confidential Peoria Public Library information. Disclosing private information about individual library patrons, co-workers, or any other person affiliated with the library is a violation of this policy.

Employees may not use non-library social media sites while on work time or on library equipment, unless it is work-related and authorized by their supervisor or consistent with the Employee Policy Manual. Peoria Public Library email addresses may not be used to register on social networks, blogs, or other online tools utilized for non-library or personal use.

For More Information:

For further guidance, please contact the Manager of Public Relations.

The Social Media Policy will be reviewed and revised annually by the Board of Trustees of Peoria Public Library.

Adopted by the Peoria Public Library Board of Trustees on May 21, 2013.

Revised by the Peoria Public Library Board of Trustees on October 21, 2014.

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