

Social Media Guidelines

What constitutes social media?

Social media consists of various forms of electronic communications which allow users to create online profiles, and communities to share information, ideas, personal messages, and other content. Examples of social media, but not limited to, are blogs(e.g. Blogger, Wordpress, etc.); wikis(e.g. Wikispaces); social networking(e.g. Facebook, Twitter, etc.); photo and video sharing sites(e.g. Instagram, Pinterest, Flickr, Vine, Tik Tok, YouTube, etc.); online discussion forums, and the comment sections of websites or the aforementioned social networking sites.

Plymouth Public Library takes no position on its employees' decision to use social media personally or professionally. Plymouth Public Library has adopted the following guidelines as a means to provide direction to its employees when participating in social media activities. These guidelines do not violate employees' freedom of speech legal standards. However, it should be made known that employees can be disciplined for online activity that is not conducive to expected workplace operations. Online conduct that adversely affects an employee's job performance, the performance of fellow employees, or otherwise affects or in any way reflects negatively on the Plymouth Public Library may result in disciplinary action up to and including termination.

Personal and professional profiles

- Employees are expected to abstain from creating or participating in any activity involving personal social media accounts during work hours, unless otherwise approved for work related scenarios. And use of Plymouth Public Library provided resources for personal social media activity is strictly prohibited.
- Personal social media profiles should be created using personal email accounts. Plymouth Public Library email accounts may only be used to create social media profiles specifically for use by Plymouth Public Library.
- Any employees making contact with patrons through Plymouth Public Library social media sites should be professional and with the understanding the employee is representing the Plymouth Public Library.
- Employees are permitted to make social media connections with coworkers using personal or professional profiles with the understanding that work related reports should be exclusive to work related profiles.

- It is the employee's responsibility to have security and privacy settings set to assure any personal content can only be viewed by the intended audience.

General Guidelines for Social Media Conduct

- Employees with an online presence should be mindful of the content they generate or post and how it may reflect on our Plymouth Public Library. Social media postings that are publicly available to those in the community should always reflect a professional image.
- Employees may not present themselves as a spokesperson for the Plymouth Public Library unless authorized to do so. Whenever involved in personal social media activity, it should be made clear that the employee's views are his or her own and do not reflect the views of the Plymouth Public Library, the board, or fellow employees.
- The expectation of what is appropriate behavior in the physical library setting is the same expectation set forth for the Plymouth Public Library in any online capacity.
- Employees must not disclose any private information about patrons or fellow employees publicly within Plymouth Public Library social media accounts. Any private information shared publicly about patrons or fellow employees on personal social media accounts is subject to review and will be addressed on a case by case scenario.
- Employees may not post pictures of coworkers or patrons to social media without the coworker's or patron's consent.
- Employees must obtain written permission from the director before using any Plymouth Public Library image or logo for any personal social media account. This does not include sharing Plymouth Public Library posts on personal social media accounts.