

“Social media” is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, video, and audio that includes blogs, Facebook, Twitter, LinkedIn, Instagram, Snapchat, and similar tools. Social media and social networking are in common use today and important to users, community, and library staff to share opinions, ideas and information about library related subjects. However, it is important to protect the Library from the unauthorized disclosure of information and to otherwise safeguard the Library, its employees, and its patrons from any harm that might result from employee misuse of social media.

Employees using social media and social networking for personal use may only do so during breaks, meal periods, before or after scheduled work hours.

Only authorized administrators can prepare and modify content for the Library’s social media pages. Content may consist of discussions of library activities and events, respond to breaking news or negative publicity, communicating with users to brainstorm ideas or with patrons to the library’s website.

Employees issued passwords to administer content are required to relinquish all rights them upon termination of Library employment.

Persons responding to posts, blogs are expected to abstain from posting comments which are defamatory, abusive, in violation of copyright, trademark rights, or other intellectual property.

Employees who choose to identify themselves as library employees are expected to include a disclaimer in their personal posts/blogs/profile that the “I am not authorized to speak for the Library. The opinions/views/comments expressed here are mine alone and do not reflect the views of the Library.”

Employees may not post or display comments about patrons, coworkers, supervisors, or the employers which are obscene, vulgar, threatening, intimidating, harassing, discriminatory, or personal attacks.

When using social media, employees are expected to abide by all applicable Library policies, including, but not limited to, policies concerning harassment, confidentiality, and use of technology.

Employees are expected to maintain the confidentiality of the private or confidential information of the Library, including information about the Library’s patrons. Employees are prohibited from posting internal business-related confidential information.

No users shall use the Library social media networking, forums or messaging tools for commercial promotions, spamming, or political activity.

The Dundee Library reserves the right to monitor content before it is posted on all its social media tools, webpage, and accounts and to modify or remove any messages or postings that it deems inappropriate. The Library also reserves the right to edit or modify or remove any messages or postings in response to feedback or commentary and will not be responsible or liable for content posted by any subscriber.

The Library Director is responsible for ensuring all social networking information complies with the Library’s policies. The Library Director is authorized to remove any content that exposes the Library to potential liability, does not comply with this policy or any other library policy, or that may be illegal. Removal of such content will be done without permission or warning to the blogger/poster.

The Library, its officers, trustees, and employees shall be held harmless from and against all liabilities, judgments, damages, and costs (including legal fees) incurred which arise out of or related to the content you post.