

Social Media Policy

This policy provides guidance for library staff and volunteers who participate in online networks and their relationship with the Seneca Falls Library.

This social media policy applies to use of any of the following:

- multimedia and social networking Web sites such as MySpace, Facebook, Yahoo! Groups, YouTube, Twitter, Yammer, LinkedIn, Delicious, and similar sites;
- blogs ;
- wikis - e.g., Wikipedia and similar sites that allow user-generated content;
- message boards or chat rooms;
- Review or comment sites such as Yelp and Trip Advisor, or customer or reader reviews;
- video sharing such as YouTube.

This policy does not apply to an employee's personal use of social media when the employee makes no reference to Seneca Falls Library-related issues and is using personal e-mail address.

However, employee participation in social media when referring to library-related matters is subject to the policies described below.

Policy:

You are responsible for any online activity conducted with a library e-mail address, or other activity which can be traced back to the library.

If you want to use social media for personal engagement you must use a personal e-mail address for your profile and not include the library in your profile information.

- Outside of work, using your own personal e-mail address on a social networking site gives you the right to free speech, but what you publish on personal sites should never be attributed to the library.
- If you choose to list your affiliation with the library on a social network, you should regard all communication on that network as you would in a professional network, and abide by library policies.
- Employees' postings must treat everyone with respect. Content that is considered harassing, threatening, defamatory, discriminatory, pornographic, unlawful, or that breaches the confidentiality of the individuals served, is prohibited.
- Remember that anything you post has the potential to live permanently or be re-used by others.
- If an online posting about the library is inaccurate, please let the Library Director know. When responding to incorrect information about our industry, hold to the standards you would hold to in any other setting.

Breach of Policy

If you post to the Internet or any social media site regarding the library or library-related matters without being authorized to do so, you will be solely responsible for any errors, omissions, loss, or damages claimed or incurred due to any of your Internet or social media postings.