

Camden County Library District Policy Manual

Section 2. Operating Policies Subsection 26. Social Media Policy

Purpose

To establish rules, procedures, and best practices for using social media websites and social media resources for the Camden County Library District (CCLD). Social Media refers to community-created content sites such as blogs, websites, forums, wikis, social networks (Facebook, Twitter, etc.), and other content-sharing sites. It includes:

- 1 Material created by the Camden County Library District and maintained by library staff
- 2 Material created by library staff on sites hosted and created by the Library
- 3 Material created on other social media sites when acting as a library employee

Procedures

- 1 The Library Marketing/Public Relations Manager will be the managing authority. The Library Marketing/Public Relations Manager creates all social media accounts. Similarly, changing the name, passwords, avatar, profile pictures, and other settings to the social media accounts must be approved by the Library Marketing/Public Relations Manager, Assistant Director for Business Management, or Director.
- 2 All content is subject to being edited or deleted by the Library Marketing/Public Relations Manager, Assistant Director for Business Management, or Director.
- 3 Each social media page should be linked to the Camden County Library District's official website.
- 4 All social media sites and content shall be monitored or updated as time allows by approved library staff. Daily monitoring by the Library's Marketing/Public Relations Manager, Assistant Director for Business Management, or Director is expected to preserve the professionalism and integrity of the site(s).

Staff Responsibilities

When posting material and comments on social media, Camden County Library District staff will:

1. Always conduct themselves with professionalism and integrity as an online representative of Camden County Library District.
2. Identify themselves in all posts.
3. Comment, Like, and Share pages and posts from member libraries and other community organizations.
4. Post from reliable sources and conduct proper research before posting.

5. Not represent any posting or statement as official policy unless the Library Director has explicitly approved it.
6. Observe and abide by all copyright, trademark, and service mark restrictions in materials
7. Not make statements about patrons or post, transmit or otherwise disseminate confidential information.
8. Not conduct personal business or activities on library social media accounts.
9. Not create posts from their personal accounts with the Library's original photos/videos or content.
10. Library staff will not link materials from employees' personal social media accounts to the Camden County Library District social media accounts.
11. Any content regarding the Library by employees who have identified themselves as a District employee containing opinions must include a disclaimer that the views expressed are personal opinions and do not reflect those of the Library District.

Appropriate Content for Staff to Post:

1. Promotion and reposts from credible related library affiliates.
2. Notices of program cancellations or service disruptions.
3. Photos from events. All photos must include the permission of the person/subject identified, and the subject must be notified that the picture will be posted on social media for them to be posted.
4. All other content must be approved by the Marketing/Public Relations Manager, Assistant Director for Business Management, or Director.

Approved October 14, 2022.