

Draft

POLD Social Media Policy

Approved:



Social media (Facebook, Twitter, Instagram, LinkedIn, Blogs, etc.) is a popular medium to interact with people and promote business. Port Orford Public Library District (POLD) uses social media to connect with our patrons and community about materials, programs, and library resources. Only approved and authorized staff members can be administrators on any POLD social media sites. Those staff members are responsible for the content that is published.

If you are on social media on a personal level, you can also participate in the conversations happening in the community and on POLD social media sites. However, it must be clear that you are speaking for yourself and not on behalf of POLD. Board members, Employees, and Volunteers may not post financial, confidential, sensitive or proprietary information about POLD, patrons, or its employees. If you have a workplace complaint, you are encouraged to bring the matter to the POLD Director.

Board members who use social media must make the distinction that they are posting for themselves and that their opinions and comments do not represent POLD in whole or in part. Regardless of what account you use for posting as a Board member, be sure to limit your Board-related posts to sharing information about the work of the Board, news and announcements from the Board, etc. Personal opinions about individual Board members, specific Board decisions, etc. are not appropriate. Once the Board has taken action on a particular issue, the Board speaks with one voice--even if a particular Board member's vote on an issue was a dissenting opinion. Differences among Board members must be respected and encouraged, but once a vote is taken those who dissented must accept the decision and support its implementation.

Employees must refrain from posting obscenities, slurs or personal attacks that can damage the reputation of POLD, patrons, or its employees. Always be fair, courteous, respectful, honest and accurate, ensuring postings are consistent with POLD policies (such as prohibiting illegal discriminatory remarks, harassment and governing confidential information). Postings that may include discriminatory remarks, harassment and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action.

POLD Employees are not prohibited from posting on the library's social media or other social media sites during their personal time outside of work. POLD recognizes that Employees do not surrender their First Amendment rights by reason of their employment or association and that the First amendment protects a public employee's right, in certain circumstances, to speak as a citizen addressing matters of public concern. However, when a public employee makes statements pursuant to their official duties, the employee is not speaking as a citizen for First Amendment purposes and the Constitution does not insulate the employee's communications from potential discipline by POLD. Employees must be aware that information they display or comments they make on POLD social media sites may be viewed by other users as representing official POLD sponsored information or comments.

Library Volunteers may not make social media posts that lead the reader to believe that they speak for the Library Board or the library. As a library volunteer you are asked to refrain from posting obscenities, slurs or personal attacks that can damage the reputation of POLD, patrons, or its employees. Always be fair, courteous, respectful, honest and accurate, ensuring postings are consistent with POLD policies. Postings that include harassing or discriminatory remarks, or that include threats of violence or unlawful conduct will not be tolerated and you could be asked to step away from volunteering.