

Writing a **Social Media Policy** for Your Library

Infopeople 

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Today, we're covering:



- Why have a social media policy (or not)
- What should be in a policy
- Some social media guidelines for participants



IANAL



Any company, big or small, needs a social media policy to protect their reputations. Even if their company has no social media presence, their employees may be creating one by virtue of their actions online.”



Aliah Wright, author of A Necessary Evil: Managing Employee Activity on Facebook, Twitter, LinkedIn...and the Hundreds of Other Social Media Sites

Got these?

✓ Discrimination policy

✓ Leave policy

✓ Vacation policy

✓ Social media policy

Why?



Can employees say
what they want?





NATIONAL LABOR RELATIONS BOARD

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National Labor Relations Act

Congress enacted the National Labor Relations Act ("NLRA") in 1935 to protect the rights of employees and employers, to encourage collective bargaining, and to curtail certain private sector labor and management practices, which can harm the general welfare of workers, businesses and the U.S. economy.

NATIONAL LABOR RELATIONS ACT

Also cited NLRA or the Act; 29 U.S.C. §§ 151-169

[Title 29, Chapter 7, Subchapter II, United States Code]

Resources

[The NLRB Process](#)

[E-File Documents](#)

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[Find Your Regional Office](#)

<http://www.nlr.gov/resources/national-labor-relations-act>

Your social media policy
CAN'T
limit free speech

Is it
"CONCERTED"
activity?

This happens in
LIBRARIES,
too



**So, back
to**

WHY?



HR



effect



**Pigs can fly at the library
where I work.**

The other side of the coin

- Your people can be trusted
- Social media is just one more way to communicate
- More rules only make your company more bureaucratic
- Formal policies only discourage people from participating
- You probably already have policies that govern inappropriate behavior

<http://michaelhyatt.com/five-reasons-why-your-company-doesn%E2%80%99t-need-a-social-media-policy.html>



*The
honeymoon
is*
OVER

What goes

IN

it?





The Big 3

1. Be specific
2. Write in a friendly tone
3. Consult a lawyer

What's the

PURPOSE?



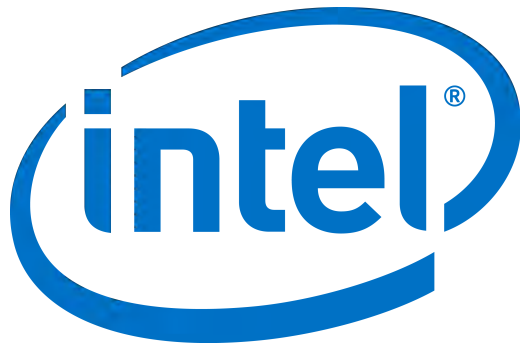
Be
HONEST
about who
you are



**Be real and use your
best judgment.**



You are
RESPONSIBLE



“Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate. But if it gives you pause, pause. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, you might want to discuss it with your manager or legal representative. Ultimately, what you publish is yours - as is the responsibility. So be sure.”



Be

ACCURATE

FACT

OPINION

Use



**good
judgement**







Protect
CONFIDENTIAL
stuff

Respect



COLLEAGUES

Avoid
FIGHTING





“Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.”

Who's

in

CHARGE?



*Be clear
about*

CONSEQUENCES

Read the



employee manual

Provide

VALUE

Additional stuff from CML

- Do not reference or cite Library clients, partners, or customers without their express consent
- Library logos and trademarks may not be used without written consent.



TRAIN
people

What about
PATRONS?





TAKEDOWN policy

Archives.gov

- NARA will delete comments that contain abusive, vulgar, offensive, threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups.
- NARA will delete comments that are clearly off-topic, that promote services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition.
- NARA does not discriminate against any views, but reserves the right to remove posted comments that do not adhere to these standards.

<http://www.archives.gov/social-media/policies/facebook-comment-policy.html>

Community Hospital of Monterey Peninsula

Post material that infringes on the rights of any third party, including intellectual property, privacy, or publicity rights. We ask that you please respect copyright laws, and that you reference or cite sources appropriately. Plagiarism in any form is prohibited.

<http://www.chomp.org/terms-conditions/social-media-website-participation-policy-jv/>



What's the
END
GOAL?

Resources

- 3 Great Social Media Policies to Steal From:

<http://mashable.com/2009/10/02/social-media-policy-examples/>

- Social Media Governance—Policy database [approx. 250 policies!]:

<http://socialmediagovernance.com/policies.php>

Thank you!

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