Writing a Social Media Policy for Your Library

Infopeople

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

http://www.nlrb.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?
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

The honeymoon is OVER
What goes IN it?
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.
“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.”
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.

Social media policy, Columbus Metropolitan Library, Ohio
TRAIN
people
What about PATRONS?
• 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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