

SOCIAL MEDIA POLICY

Homer Public Library

I. PURPOSE

To prohibit the inappropriate use of electronic communication systems, media imaging systems, networks, devices, and equipment and dissemination of inappropriate information, images, recordings, photographs or other materials by Homer Public Library personnel. This includes the use of social media. Social media is broadly defined as internet-based communications technology that provides immediacy, interactivity and the sharing of information across multiple platforms.

The Homer Public Library allows the use of social media, where appropriate, to further the goals and missions of the Homer Public Library. However, the Homer Public Library has an overriding interest and expectation in deciding what is “spoken” on behalf of the Homer Public Library through social media. This policy establishes guidelines for the use of social media by Homer Public Library Employees.

II. APPLICABILITY

This policy applies to all Homer Public Library Employees and approved volunteers, consultants, service providers and contractors performing business on behalf of Homer Public Library (“Employees”).

III. POLICY

It is the policy of the Homer Public Library that all individuals identified in paragraph II abide by the policy set forth herein when using Homer Public Library information systems, which are defined as: computers and the services of both internal and external databases and information exchange networks, the internet, email, voice mail, mobile data terminals, facsimile machines, mobile telephones, lap top computers and social media (“Information Systems”).

Communications sent by email may be subject to disclosure under the Freedom of Information Act or in litigation. No Employee shall have any expectation of privacy with regard to any information transmitted or stored on the Homer Public Library’s Information Systems.

IV. PROCEDURE

- A. Transmission of electronic messages and information on communications media provided for Employees of the Homer Public Library shall be treated with the same degree of propriety, professionalism and confidentiality as official written correspondence or public records.
- B. The Homer Public Library encourages authorized and trained personnel with access to Homer Public Library Information Systems to utilize these devices whenever necessary. However, all Information Systems are the property of the Homer Public Library and use of any of these Information Systems is a privilege that is subject to revocation. Information Systems are intended for use in conducting official Homer Public Library business with limited exceptions noted in this policy
- C. Employees are advised that they do not maintain any right to privacy or ownership in Information Systems equipment of its contents or to include or install personally owned software.
- D. The Homer Public Library's administration reserves the right to access any of the records within the Information Systems at any time and to retain or dispose of those records as it deems necessary and appropriate, and may require employees to provide passwords to files that have been encrypted or password protected.
- E. The Homer Public Library reserves the right to access, for quality control purposes and/or for violations of this policy, data, electronic and voice transmissions of Employees conducting business in the Homer Public Library.
- F. Personal and/or private use of Homer Public Library Information Systems to access social media sites is prohibited.
- G. Accessing or transmitting materials from Homer Public Library Information Systems that involve the use of obscene language, images, jokes, sexually explicit materials, or messages that disparage or threaten the Homer Public Library, any person, group, or classification of individuals is prohibited regardless of whether the recipient has consented to or requested such materials.

- H. Confidential, proprietary or sensitive information may be disseminated or made available through shared directories or networked systems only to individuals with a need and a right to know and when there is sufficient assurance that appropriate security of such information will be maintained. The dissemination of confidential, proprietary or sensitive information, including photographs, on social media sites or personal web pages is prohibited.
- I. Employees shall not post photographs of their co-workers or any member of the general public on their personal social media sites.
- J. No Employee shall access or allow others to access any file or database of the Homer Public Library unless that person has a need and a right to such information. Personal identification and access codes shall not be revealed to any unauthorized source.
- K. Employees are not to open email messages unless they are certain of the trustworthiness of the source.
- L. Employees may not utilize email messages as a secure and confidential means of communication since subsequent direction of the message cannot be controlled.
- M. Employees may not knowingly accept messages with inappropriate content as described in the policy and will immediately report it to their supervisor and then completely delete any such message inadvertently received when directed to do so.
- N. Creating a web site or social media page that has any appearance of officially representing the Homer Public Library is prohibited without the express written approval of the Homer Public Library Board or designee. Any information added to the official Homer Public Library web page(s) or site(s) must have the written approval of the Homer Public Library Board or designee prior to being accessible by the general public.
- O. Using images of any official Homer Public Library logo, patch, badge or sign on personal web pages is prohibited without the express written approval of the Homer Public Library Board or designee.
- P. Employees shall not utilize Information Systems to spoof, masquerade or assume any identity or credentials of another individual.

- Q. The use of social media shall conform to all Homer Public Library policies prohibiting discrimination, retaliation and harassment of co-workers.
- R. Employees shall not identify themselves or any co-worker specifically, or otherwise infer in any way that they are an employee of the Homer Public Library or any personal social media site, unless explicitly granted permission by the Homer Public Library Board or designee.

V. DISCIPLINE

Any violation of this policy may result in disciplinary action up to and including termination.