

DRAFT: Employee Social Media Use Policy

Although only breath, words which I command are immortal. — Sappho c.570 BCE

John Jermain Memorial Library public electronic communications are a voice for the institution as seen through the eyes of its staff. They provide an opportunity for staff to engage in lively community discourse with an immediacy and freshness not found in conventional print formats, as well as the chance to explore micro-local news and events not covered by other media. Familiarity and proficiency in the use of social media platforms is encouraged.

Blogs, Facebook pages, Twitter feeds, etc. should be used to post material related to your department or the library in general; to share information about books, websites, and other resources; to post information related to a particular topic or happening in the community or the world of libraries; to discuss programming, post reviews, promote upcoming events, and receive and respond to comments.

Official communiqués or announcements posted under the JJML name can be posted only by authorized staff members. All other entries should be signed with the poster's name. When presenting your personal opinions about the library, the community, etc., please be aware that blogs and other forms of social media are a highly visible and mutable form of communication. Your words are only a click away from being seen around the world. Remember that you are representing the library in all your electronic conversations, so please be respectful in your posts and your responses to comments. If you have questions about the appropriateness of the content you wish to post, please check with one of the site administrators.

Permission should be obtained from colleagues and patrons before writing about them. Please do not disparage other organizations or individuals. Do not post material that is libelous, unlawful, abusive, defamatory, partisan, invasive of another's privacy, or could potentially be misconstrued as such. Do not post any proprietary or confidential material related to the library, its personnel, or its governance. Avoid announcements and/or links related to unconfirmed programming, events, or statistics.

When quoting any other blog or publication, be sure to link to the original and use quotation marks. Make sure images are properly credited, citing the source and creator's name. When possible, use an image that is not encumbered by copyright, or an image that is available under a **creative commons license**.

This policy applies to the John Jermain Memorial Library website in its entirety, the “It’s Germane” blog, JJML Facebook pages, Twitter feeds, and any future blogs, pages or other electronic formats generated under library auspices, including new and emerging formats. Any posts or entries on personal blogs, Facebook pages, websites, etc. where the content deals specifically with John Jermain, its policies, personnel or governance are also covered by this policy. Failure to comply with these guidelines may result in disciplinary action or termination of employment.

August 2011

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