

04-03-01 Definition

- a) Social Media is a term describing Internet-based technology communication tools with a focus on immediacy, interactivity, user participation and information sharing in multiple ways. Social Media refers to venues such as blogs, video/photo posting sites, social networks, forums and online patron support chat sites. Social Media tools help library patrons interact with the Lester Public Library in the individual's preferred method and time schedule and fosters a culture of greater transparency.

04-03-02 Purpose

- a) Provide guidelines for conduct by Lester Public Library employees who will use our Website, Social Media and Social Media venues to interact with library patrons on behalf of the Lester Public Library.
- b) Provide guidelines for conduct by Lester Public Library employees who will utilize Social Media during business hours.
- c) Provide guidelines for conduct by Lester Public Library employees who will utilize Social Media for personal use when the employee identifies Lester Public Library as their employer.

04-03-03 Interacting with patrons on behalf of Lester Public Library

- a) Lester Public Library employees will act and conduct themselves according to the following guidelines.
 - Library patron protection and respect are paramount.
 - Use every effort to keep our interactions factual and accurate.
 - Strive for transparency and openness in our interactions.
 - Provide links to credible sources of information to support our interactions, when possible.
 - Be honest about our relationship, opinions, and identity.
 - Respect the rules of the venue.
 - Protect privacy and permissions.
 - In cases where we moderate interactions, customer opinion is respected and accepted regardless of whether it is positive or negative, provided customer opinion is "on topic" and not offensive, denigrating, or completely out of context.

04-03-04 Utilizing Social Media during business hours

- a) Guidelines for Lester Public Library employees using Social Media during business hours.
- Personal social networking is not allowed during business hours. Employee lunch hours and breaks are the exceptions. Violation may result in progressive discipline.
 - Reading blogs as part of keeping up with the library industry is permissible; be reasonable with the amount of work time spent on these blogs.
 - Keeping current on Lester Public Library posts in Social Media is permissible; be reasonable with the amount of work time spent on these Lester Public Library venues.
 - Supervisors have the option of allowing employees to participate in existing Lester Public Library social networking sites as part of their job duties. Supervisors may allow or disallow employee participation in any social networking activities in their departments.

04-03-05 Employee guidance for personal participation in Social Media

- a) Lester Public Library understands that social networking and Internet services have become a common form of communication in the workplace and among citizens. Employees that choose to participate in social networks as a Lester Public Library employee (identify Lester Public Library as their employer) will adhere to the following guidelines.
- Lester Public Library employees shall notify their supervisor if they intend to create a social networking site or service to conduct Lester Public Library business.
 - Make it clear to readers of your personal blog/website that the views you express are yours alone and that they do not necessarily reflect Lester Public Library views. To help reduce the potential for confusion, please put the following notice – or something similar – in a reasonably prominent place on your site: *The views expressed on this website/weblog are mine alone and do not necessarily reflect the views of my employer.*
 - Respect Lester Public Library’s confidentiality and proprietary information.
 - Be respectful to Lester Public Library, fellow staff members, library patrons and competitors.

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