

## **SOCIAL MEDIA POLICY**

The Chattanooga Public Library (CPL) has implemented a Social Media Policy in an effort to establish rules and guidelines for the library's social media channels. The Social Media Policy will assist in CPL's mission and will be used to promote the CPL message.

Social Media Channels will include FaceBook, Instagram, Twitter, and Flickr. Social Media channels may be added as approved by CPL Executive Director and Public Relations Coordinator.

### **Social Media Statement of Purpose**

CPL will use social media as an extension of its website and communication tools. Social Media will be used as:

- (1) Aid in the communication of CPL's message and programs/events to the public
- (2) Communication channel for time-sensitive information such as emergency notifications
- (3) As a means to increase brand awareness
- (4) As a marketing/promotional channel to share its message with the largest possible audience
- (5) Answer questions directed through social media channels

### **Management of Library Accounts**

CPL has implemented a Social Media Team to manage all social media accounts. The Social Media Team consists of the following employees:

- (1) Executive Director
- (2) Public Relations Coordinator
- (3) Multimedia Designer
- (4) Head of Youth Services/4<sup>th</sup> Floor/The Studio
- (5) Head of Children's Services
- (6) Head Librarian, Northgate Branch
- (7) Head Librarian, 1<sup>st</sup> Floor Main Librarian

The Social Media team has access to all social media accounts for CPL. Their roles are as follows.

- (1) CPL Executive Director and Public Relations Coordinator are the lead for all social media accounts.
- (2) All members of the social media team have access to publish posts on CPL social media sites. Information may be sent to Public Relations Coordinator for publishing, or may be individually published with prior notice given to Public Relations Coordinator.
- (3) All members of the social media team have access to reply to comments and messages on social media sites.

- (4) All content is subject to being edited or deleted by the Executive Director or Public Relations Coordinator.
- (5) All social media sites will be monitored and updated daily by Public Relations Coordinator.
- (6) Negative comments or messages will be handled by Executive Director and Public Relations Coordinator.
- (7) Create secure passwords.

## **Brand Guidelines**

When posting material and comments on social media accounts, staff will:

- (1) Conduct themselves in a professional manner representing the CPL
- (2) Talk about the CPL and programs/events in a positive and exciting manner
- (3) Be informative and helpful to audience
- (4) Advocate for the CPL, the community, and the City of Chattanooga
- (5) Promote the CPL and the organizations it supports
- (6) Credit original sources if they are borrowed from an external source. Refer to CPL Photography Policy on posting of images that include adults and children.
- (7) When possible, direct posts back to CPL website

Staff should avoid:

- (1) Responding in a way that is offensive and argumentative
- (2) Discussing proprietary library information
  - a. Budgets
  - b. Patron information
  - c. Internal Complications
  - d. Employee Information
- (3) Foul and discriminatory language

## **Patrons**

Patrons are encouraged to follow and participate in conversations with CPL through social media channels. Any comments posted to CPL social media channels containing the following will be removed:

- (1) Profane language or content
- (2) Foul and discriminatory language
- (3) Sexual content or links to sexual content
- (4) Solicitations of commerce
- (5) Comments that contain personal information
- (6) Photographs that do not follow CPL's Photography Policy

## **Outside Organizations**

CPL will use social media channels in partnership with organizations to promote messages and create awareness. This will include

- (1) Promote events/programs being hosted at CPL
- (2) Promote events/programs that align with CPL message
- (3) Promote events/programs that CPL is a part of (outside of CPL)

Organizations promoting events being hosted at CPL through social media will contain the following

- (1) Always direct location back to CPL
- (2) Link appropriate CPL social media channels and website
- (3) Adhere to overall CPL social media policy

## **Employee Personal Social Media Use**

These practices apply to use of social media on the employee's personal time.

- (1) Employees utilizing social media may choose to identify themselves as employees of CPL on their personal social media accounts, but cannot use the CPL name and logos for other reasons other than sharing their work on social media
- (2) Employees may not respond to any comments made by the public to CPL social media posts through their personal accounts
- (3) Employees may share CPL social media posts as a means to positively promote the library
- (4) Employees are prohibited from making official public comments on personal social media accounts referencing a library incident, policy, or employees and sharing confidential information
- (5) Employees are prohibited from posting any patron information on personal social media accounts

## **Employer Monitoring**

- (1) CPL reserves the right to lawfully monitor employee's use of social media, including without limitation, to statements/comments posted on the internet, in blogs, and other types of openly accessible forums, diaries, and personal and business discussion forums.
- (2) Employee should have no expectation of privacy while using company equipment and facilities for the use of social media. CPL reserves the right to monitor, review, and block content that violates these rules and guidelines.

## **Block Standards**

CPL maintains the right to block individual users on a social media account if:

- (1) The individual user posts inappropriate, lewd or obscene comments to a social media account
- (2) The individual user continuously promotes a brand, trademark, or company without prior approval from CPL
- (3) The individual user continuously promotes a personal agenda
- (4) The individual user continuously promotes a personal agenda that opposes the mission or values of CPL
- (5) The individual user continuously posts comments that openly criticize or attack the CPL and place the organization in a negative light
- (6) Different problems arise, the issue will be considered on an individual basis

To ensure such media account users are aware of CPL Block Standards, the following statement will be posted to each social media account.

“Due to CPL’s social media policies, users who continuously post content and disregard the policies will be blocked.” The CPL social media policies can be found at [www.chattlibrary.org](http://www.chattlibrary.org).

When a user is blocked, an e-mail will be sent notifying the Social Media Team.

### **Complaints**

- (1) If a patron connected to a social media account has a complaint regarding a CPL social media account, the Public Relations Coordinator will handle and resolve the situation.
- (2) If an individual connected to a social media account is displeased that one of his or her listings/posts/photos is not posted, the Public Relations Coordinator will handle and resolve the situation

### **Training/Employee Separation from Employment**

- (1) All members of the Social Media Team will receive training on accessing and monitoring social media accounts; the basis of each social medium platform; what is considered an appropriate post; and how to contact individuals over social media accounts.
- (2) If a member of the Social Media Team leaves CPL employment, that member will be immediately removed from the Social Media accounts.

Approved by Chattanooga Public Library Board of Directors January 16, 2019