



# Employee Social Media

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The Rowan County Public Library (“the Library”) recognizes that social media is regularly used as a form of communicating.

“Social media” and related technology include, but are not limited to: Video; Wiki posts; social networking sites such as Facebook, MySpace, Twitter, and YouTube; chat rooms; podcasts; discussion forums; personal blogs or other similar forms of online journals; and diaries or personal newsletters not affiliated with the Library. This policy also applies to future social media technologies and applications that may not yet be contemplated.

In addition to extant personnel policies and all guidelines therein, staff should follow the general and non-exhaustive list of guidelines below:

- Social media and similar communications can potentially reflect on both employees and the Library. Unless specifically instructed, employees are not authorized to speak on behalf of the Library, to represent that they are doing so, or to create the impression that they are communicating on behalf of, or as a representative of, the Library.
- Employees should not disclose confidential or proprietary information regarding the Library, their coworkers, or the Library’s vendors, customers, and suppliers, nor take photos of or share such information online. Use of copyrighted or trademarked library information or other sensitive information may lead to legal action. Staff members who are uncertain whether it is proper to disclose information should seek clarification from the Executive Director.
- Employees may not use the Rowan County Public Library name or other identifying information to endorse, promote, denigrate, or otherwise comment on any product, opinion, cause, or person.
- If social media communications adversely affect an employee’s relationships at work or violate Library policy, they may be subject to discipline up to and including immediate termination.
- Employees should be respectful of the privacy and dignity of coworkers, and should not use or post photos of coworkers without their express consent.
- Employees should ensure that engaging in social media does not interfere with their work commitments.