

BAY COUNTY LIBRARY SYSTEM

SPOKESPERSONS ON SOCIAL MEDIA POLICY

The Bay County Library System encourages the innovative use of social media by assigned employees, as spokespersons for the library, to engage and facilitate two-way communication with our patrons.

Any employee who becomes aware of an opportunity for the library to add the use of new or additional social media may initiate an evaluation by bringing it to the attention of the Marketing Manager. Evaluation of potential social media will be based largely on how its use would fit in with the library's overall approach to communication and marketing and to ensure coordination with existing online strategies. The Director has the final say on the use of any social media by the library.

The library assigns employees to speak on behalf of the library as online representatives. These spokespersons post to, maintain, and monitor social media that are in use by the library. Online spokespersons should adhere to the following principles:

- (1) Training & Currency – Employees who act as online spokespersons are trained in the proper use of social media in use by the library. They are expected to stay abreast with changes in these dynamic spaces.
- (2) Library Policies – Employees who act as online spokespersons are expected to be thoroughly familiar with all pertinent library policies, including especially the *Personal Behavior on Social Media Policy*, the *Social Media Policy*, and the *Rules of Conduct Policy*. Personal/political opinions, negative comments and inappropriate and/or discriminatory language shall not be used by library staff.
- (3) Appropriate Representation – As a representative of the library, it is important that all posts convey the same positive, customer-focused spirit that the library instills in all of its communications. The conduct of a library employee in an online social media space reflects directly on the library. Responses to public comments shall remain factual and civil and not argumentative in nature.
- (4) Transparency – The employee must always disclose their name and affiliation with the library. As a representative of a public library, the employee must never use an alias or any other form of deception. Employees using social media to communicate library messages may only do so using library accounts.
- (5) Respect the Privacy of Others – The employee must never identify a patron or coworker in an online posting without their prior written permission.
- (6) When in Doubt, Do Not Post – Employees are personally responsible for their words and actions, wherever they are. As online spokesperson, the employee must ensure that all posts are completely accurate and not misleading, and that they do not reveal non-public library information. The employee should exercise good judgment and common sense and, if there is any doubt, DO NOT POST. In any circumstance in which the employee is uncertain about how to respond to a post, consult the Marketing Manager or the Director.