

ROSEVILLE PUBLIC LIBRARY

EMPLOYEE USE OF SOCIAL MEDIA POLICY

I. Application.

The Roseville Public Library's Employee Use of Social Media Policy ("Social Media Policy") applies to Library employees whenever using Social Media, including when not at work, not on work time, using their own personal computers or electronic devices, or posting to their own personal social media accounts.

II. Definition of Social Media

"Social Media" includes all means of communicating or posting information or content of any sort on the Internet, including to social networking websites, bulletin boards, forums, or one's own or someone else's blog or personal website, whether associated or affiliated with the Library. Common examples of Social Media include but are not limited to Facebook, Twitter, YouTube, Wikipedia, LinkedIn, and Instagram.

III. Usage Rules

A. Use Unrelated to Job. Employees may not use Social Media for purposes unrelated to their job duties while on work time and in work areas if, in the sole discretion of management, such use interferes with the employee's job performance.

B. Use of Library Email Addresses. Employees may not use Library email addresses to register on social networks, blogs, or other online tools utilized for personal use.

C. Considerations Before Posting. Before creating online content, everyone should consider some of the risks and rewards that are involved. When posting content on social media as a private citizen regarding a matter of public concern, employees should keep in mind that conduct which adversely affects the efficiency of the Library's public service, impairs workplace discipline, or destroys harmony with co-workers may result in disciplinary actions up to and including termination. To that end, Library employees should:

1. *Library Policies.* Ensure that their postings are consistent with the Library's policies which prohibit unlawful discrimination and harassment. Inappropriate postings that include discriminatory remarks, harassment, threats of violence, or similar inappropriate or unlawful conduct will not be tolerated and may subject employees to disciplinary action up to and including termination.

2. *Be respectful.* Always be fair and courteous to fellow employees, constituents, suppliers or people who work on behalf of the Library. If deciding

to post complaints or criticism, employees should not use statements, photographs, video, or audio that disparages constituents, employees, or suppliers, that might constitute harassment or bullying, or that reasonably could be viewed as malicious, obscene, threatening, or intimidating. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, color, gender, religion, national origin, creed, disability, height, weight, pregnancy, marital status, or age.

3. *Not Represent as Spokesperson.* Unless authorized to do so by the Library, employees should never represent themselves as spokespersons for the Library. If the Library is a subject of the content employees create, they should be clear and open about the fact that they are employees and make clear that their views do not represent those of the Library.

4. *Privacy; Confidentiality.* Respect the Library's confidential and proprietary information, including all patron information and any information that is still in draft form or is confidential.

D. Protected Activity. Regardless of any other provision of this Social Media Policy, the Library's Social Media Policy does not prohibit employees from engaging in this kind of activity, nor prohibit any other activity that is protected by the National Labor Relations Act.

IV. Violation of Policy

Failure to comply with this Social Media Policy may be grounds for disciplinary action, up to and including discharge. In addition, the Library will report any illegal activities to the appropriate law enforcement authorities.

Adopted by the Roseville Public Library Commission September 9, 2024

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