Social Media Policy

Social media marketing is a powerful tool for public libraries due to the ability to publicize events, highlight collection materials and connect with potential library users quickly at minimal cost. The Pittsylvania County Public Library System maintains a Facebook and Instagram accounts aimed at increasing patron engagement, reaching new library users and providing additional access points to information and services. Each branch should designate at least one staff member who is responsible for submitting content for Facebook to the staff member who is administrator of the social media accounts.

Post Content
Page content will be based on community interests and activities. Wall posts should:

- Highlight branch programs and activities
- Publicize library databases and resources
- Contain website features or other library matters of interest to the public
- Offer links to articles or videos of interest to the library audience
- List quotes related to books, libraries or other topics patrons may find useful or interesting

Wall posts should not contain the following:

- Nonpublic information of any kind
- Personal or commercial postings
- Combative exchanges

• All social media sites fall under the public relations and media policy and must adhere to those guidelines as well.

• Programs and promotions that are not a part of the regular library promotion schedule should be approved by the Director before being posted on social media.

• If a patron makes a comment or asks a question that requires an answer, only the Library Director, the administrator of the page, or their designee should post the answer. Care needs to be given to the message and information conveyed.

• Pictures and videos of programs or activities can be posted if the person pictured has given written consent by signing a photo consent form. Staff must verify that written consent has been given before submitting photos to the Facebook administrator.

Frequency:
• Social media accounts will be updated frequently with new content. Library events can be added at one time or throughout the month. Staff in charge of administering the page should also check the page throughout the day to see if a response to any patron queries or comments is needed.

<u>Personal Social Media and Web Use</u>:

Staff use of the internet and social media during work hours will be for a work-related purpose. Staff members may use these tools for personal uses during regularly scheduled breaks only.

Personal use of social media resources that refer to any aspect of the work environment should be done in a responsible and professional manner. As employees of Pittsylvania County and PCPL, your personal actions can reflect negatively on both of these entities. If you choose to associate your personal social media resources with the library (and by association, with the county) by listing Pittsylvania County and/or the library system as your employer in a personal social media profile, you should:

- Communicate in a courteous and respectful manner;
- Refrain from communicating or posting anything you would not want your supervisor to view;
- Refrain from communicating proprietary or confidential information relating to PCPL, the County, or other PCPL or County employees;
- Refrain from saying anything derogatory about PCPL, the County, County employees or officials;
- Refrain from saying anything derogatory about the patrons of the library.

Even if staff members do not self-identify as a County or PCPL employee on social media, in most cases a good number of people know where you work. Staff should keep in mind that everything said on social media should be considered public rather than private. Even if settings are strictly private, posts can still be forwarded and made visible to a wider audience. Staff have an obligation to protect the privacy rights of co-workers as well.

A good rule of thumb is this: if you would not want it broadcast on television, viewed by your supervisor, your co-workers, or your mother, you should not post it on social media.

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