

# Community Library Network<sup>®</sup>

KOOTENAI & SHOSHONE COUNTIES

## SOCIAL MEDIA AND WEB LINK POLICY

Board Approved: February 19, 2015

The Community Library Network recognizes the value of online social media tools for connecting with customers, staff, donors, and volunteers. Our web presence should project a positive image that is reflective of our overall brand and is consistent with our mission and vision. However, in order to ensure we maintain a values-oriented, positive, professional image, and to protect the safety and privacy of our customers and staff, all employees must abide by the following expectations when using social media for work or personal purposes. This policy has been established to maintain the integrity of our brand with respect to communication frequency, strategy, message and appearance. Failure to follow the policy may result in disciplinary action.

Using Social Media for work purposes:

- Official social media and networking sites (Facebook, Twitter, LinkedIn, YouTube, etc.) for Community Library Network will provide relevant and current information.
- Library Managers, Coordinators and the Administrator for Community Resources will monitor all District social media sites/pages for content on a regular and consistent basis.
- Community Library Network Facebook fan pages are maintained and updated by persons responsible for the accounts. The Administrator for Community Resources must be notified and approve creating social media sites. Sites can be used to promote library-specific and program-specific events and updates.
- When a personal social media account must be used to disseminate Community Library Network information, best practice is to set up a page limited to your role in the District.
- Facebook pages must be identified as belonging to the Community Library Network. Other social media sites must include this information if possible.

Please be aware any personal social media where you discuss work issues may be considered a public record.

Linking to external websites:

Our website may contain links to educational institutions (.edu) and government agencies (.gov). External links not listed above may be acceptable if the link does not refer to sites that are for commercial benefit, does not violate the District's privacy policies, and have been approved by the Information Specialist. This includes links provided by program presenters. Please note that no Community Library Network endorsement is implied by links to CommunityLibrary.Net from other organizations.