Social Media Policy

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Policy Author/Owner	Head of Strategic Marketing and Communications
Committee	Services
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Related Policies	• Code of Conduct for Staff • Corporate Acceptable Use Policy • Customer Feedback Policy • Data Protection Policy • Disciplinary Procedure • Equal Opportunities Policy • Freedom of Information Policy • Grievance Procedure • Harassment Policy • Media Handling Policy
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Social Media Policy

1. Introduction

1.1 Social Media plays a major role in the lives of individuals, communities and organisations in the 21st Century.

1.2 It is a term used to describe a range of online applications which allow users to create and share content. Social media uses Web 2.0 technologies and these are Internet-based systems which involve elements of user sign-up and interaction and/or user-generated content.

1.3 Common social media platforms include, but are not limited to, online social networks such as Twitter, Facebook and LinkedIn, messaging, blogs, podcasts, discussion forums, RSS feeds, and content sharing sites such as Instagram and YouTube. Libraries NI's social media sites are currently as follows:
- Facebook page(s) for Libraries NI and agreed libraries
- Twitter page(s) for Libraries NI and agreed libraries
- YouTube account for Libraries NI
- Flickr account for Libraries NI
- Blogs promoted from the main Libraries NI website
- Google+ pages for libraries
- TripAdvisor pages for libraries
- internally Libraries NI also uses blogs and content sharing networks like Lync.

2. Purpose

2.1 The purpose of this policy and the associated guidelines is to set out Libraries NI's overall approach to the use of corporate Social Media and establish parameters for staff in relation to their personal use of Social Media in order to protect Libraries NI and individual members of staff. The general principles of this policy are also applicable to Board Members.

3. Policy

Corporate Social Media

3.1 Libraries NI seeks to use Social Media, in accordance with legislation as a platform for:
- communicating with staff, customers and stakeholders
- promotion of facilities, stock and services as well as events
- engaging with library users and non-users
- complementing other Libraries NI communication channels such as the Libraries NI website
- engaging with media
- encouraging people to become active library members
- improving access to collections
- staff development.

3.2 Libraries NI's approach to the use of Web 2.0 technologies and Social Media will be responsive to customer needs and in line with corporate aims and priorities.

3.3 Libraries NI will select its Social Media platforms carefully taking account of functionality, stability, support, resilience, longevity and ability to increase participation.

3.4 Libraries NI welcomes comments from customers however any which contain content deemed unsuitable or contrary to the guidelines for users of Libraries NI's social media sites will be removed.

3.5 Comments will be reviewed by designated Libraries NI staff and, when possible, anyone who has contravened the guidelines will be barred from making future postings.

Personal Social Media

3.6 In using personal Social Media, members of staff must ensure that their activity is in accordance with legislation and that it is consistent with their responsibilities as set out in the Code of Conduct for Staff, the Corporate Acceptable Use Policy and the Guidance for Staff's Personal Use of Social Media.

4. Authority

Policy Sponsor: The Chief Executive is the Policy Sponsor.

Policy Owner: The Director of Library Services is the Policy Owner.

Policy Contact: The Head of Strategic Marketing and Communications is the Policy Contact.

5. Related Documents

Policies
- Code of Conduct for Staff
- Corporate Acceptable Use Policy
- Customer Feedback Policy
- Data Protection Policy
- Disciplinary Procedure
- Equal Opportunities Policy
- Freedom of Information Policy
- Grievance Procedure
- Harassment Policy
- Media Handling Policy

Guidelines

Appendix 1: Guidelines for users of Libraries NI's Social Media Sites
Appendix 2: Guidelines for Approved Staff's use of Libraries NI's Social Media Sites.
Appendix 3: Guidance for Staff's personal use of Social Media

Guidelines for users of Libraries NI's Social Media Sites

1.   Libraries NI seeks to create and host content on its social media sites which informs, supports learning, creates community cohesion and provides access to our cultural heritage. Libraries NI welcomes the use of these sites by customers and other members of the public. The main objective is to raise awareness of Libraries NI and increase participation with its services.

2.   Libraries NI prohibits the use of its social media for any purpose which would contravene any legislation or government regulation, or which might create civil liability by the user or Libraries NI to any person.

3.   Comments, posts and messages are welcome on Libraries NI social media sites, provided they do not contain:
   • obscene, discriminatory, offensive or racist content
   • personal attacks, insults, or threatening or abusive language
   • potentially illegal or libellous statements
   • plagiarised material
   • private or personal information published without consent
   • references to named members of the public or staff
   • comments unrelated to the content of the forum
   • hyperlinks to material that is not directly related to the discussion
   • content which breaches copyright or any other intellectual property rights
   • commercial promotions or spam.

4.   Libraries NI's social media sites will be regularly screened by designated Library Authority employees. All postings which contain any of the above will be immediately removed and, when possible, the poster barred from posting any subsequent messages to Libraries NI social media sites.

5.   By posting content, the user agrees to indemnify Libraries NI and its officers and employees from and against all liabilities, judgments, damages, costs and expenses incurred by any of them which arise out of or are related to the posted content. Forums and messaging may not be used for commercial purposes or for organised political activity. By using Libraries NI social media the user agrees to these terms and violation of the terms by the user may lead to legal liability.

6.   By posting any comments, posts or other material on Libraries NI Social Media sites, you give Libraries NI the right to reproduce, distribute, publish, display, edit, modify, and otherwise use your content for any purpose in any form and on any media. You also agree that you will not:
   • post material that infringes on the rights of any third party, including intellectual property, copyright, privacy or publicity rights
   • post material that is:
     - obscene discriminatory, offensive or racist
     - personal including attacks, insults, or threatening or abusive language

- potentially libellous or otherwise illegal
- plagiarised material
- private or personal information published without consent
- referring to named members of the public or staff

- unrelated to the content of the forum or platform
- hyperlinks to material that is not directly related to the discussion
- commercial promotions or spam
- liable to cause offence; including pornographic material or abusive language.

7. Libraries NI reserves the right to do any or all of the following:
- remove communications that fails to comply with these Terms and Conditions
- terminate a user's access to Libraries NI's social media accounts upon any breach of these Terms and Conditions
- edit or delete any communications posted regardless of whether such communications violate these standards
- report the user to the social media provider
- take any other action it sees fit, which may include legal action.

Guidelines for Staff use of Libraries NI's Social Media Sites

1. All proposals for library service use of social media technology must be submitted through the Marketing Team to the Senior Management Team (SMT). Only SMT approved staff members will be authorised to create or post content on Libraries NI social media accounts.

2. Staff should be careful to never represent themselves or Libraries NI in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated. Staff should seek to post meaningful, respectful comments — in other words, no spam and no remarks that are off-topic or offensive.

3. As stated in the Code of Conduct for staff, staff should discharge their public functions, including both online and offline activity, reasonably and according to the law. Staff should also be aware of their accountability to Libraries NI and DCAL as specified within the Code of Conduct for Staff.

4. For press release and event content, staff should comply with approval guidelines before posting content on Libraries NI social media accounts.

5. Staff should never comment on anything related to political matters, religious matters, legal matters, litigation, procurement or any parties Libraries NI may be in litigation with or who may be suppliers to Libraries NI.

6. Staff should be aware of the legal risks inherent in both infringement and secondary infringement of copyright.

7. Libraries NI staff must ensure that their activity complies with data protection legislation, in particular, where their use involves the disclosure of personal data that relates to an employee, library member, associate or affiliate of the organisation. Libraries NI does not permit the transfer of personal data to external networks including Web 2.0 and social media services. Staff should be aware that failure to comply with the Data Protection Principles contained in the Data Protection Act 1998 may give rise to disciplinary action and may be treated as gross misconduct.

8. Any comments made by members of the public/customers in relation to the service provided by Libraries NI on the site must, where appropriate, be recorded and responded to in compliance with Libraries NI's Customer Feedback Policy.

9. All login and account information must be managed responsibly and securely. Whilst there will be different models for different library sites, it is imperative that login information is kept private and all social media pages are closed after use. Any breach of this requirement or concern over an account must be

reported to the Marketing Team immediately and will be dealt with in line with the Information Security policy and procedures.

10. Staff must not publish material that is:
- liable to cause offence; including pornographic material or abusive language
- obscene, discriminatory, or racist
- abusive, personal including attacks, insults, or threatening language
- potentially libellous or otherwise illegal
- plagiarised material
- private or personal information published without consent
- totally unrelated to the content of the forum or platform
- hyperlinks to material that is not directly related to the discussion
- commercial promotions or spam
- sensitive and/or personal to a member of staff without their permission
- damaging to the reputation of Libraries NI
- for personal gain or could be perceived being in contravention of procurement legislation
- in breach of any Libraries NI Policy or Procedure
- in breach of copyright or any intellectual property rights.

11. All staff members are required to adhere to these Guidelines. Failure to do so may lead to lead to disciplinary action under the terms of the Libraries NI Disciplinary Policy.

Guidance for Staff's Personal Use of Social Media

1. The following guidelines aim to encourage good practice in the responsible use of social media by staff members. Whilst acknowledging the right of staff to freedom of expression, Libraries NI has an obligation to protect the reputation of customers, individual members of staff and the organisation as a whole.

2. Libraries NI has no reason to be interested in staff personal social media activity that does not mention Libraries NI, its activities, staff members and/or customers. However comments made by staff which may cause concern to Libraries NI will be subject to scrutiny.

3. Staff should be aware that they must be mindful of who has access to their social media posts; employees are reminded of privacy settings in their social media accounts. Employees' posts on social media could be copied by people entitled to access them, and sent to others beyond the control of the employee; merely having private settings does not mean that comments will be kept out of the public domain.

4. Staff use of personal social media to contribute to and further the work and interests of Libraries NI is encouraged. However written approval must always be sought from SMT through the Marketing Team where a staff member proposes to regularly support and comment on Libraries NI posts or Libraries NI related subject matters. Staff who use personal social media for this purpose must ensure that all their other online activity is appropriate and in accordance with expected behavior offline.

5. If a staff member makes it known that they are an employee of Libraries NI then they should use a disclaimer where appropriate stating that "the views contained here are personal and do not represent or reflect the views of my employer."

6. Libraries NI's logo or branding elements must not be used in the name, avatar/picture, or profile information of any personal social media site unless automatically generated by the site e.g. Facebook and LinkedIn.

7. Any communications that employees make in a personal capacity through social media must not:
    *   breach confidentiality, personal information rights, or intellectual property rights, for example by:
        –   revealing confidential intellectual property or information owned by Libraries NI
        –   giving away confidential information about an individual (such as a colleague or partner contact) or an organisation (such as a partner institution), or any party who could reasonably expect confidentiality in its dealings with Libraries NI.
    *   using someone else's images or written content without permission

- failing to give acknowledgement where permission has been given to reproduce something.
- discuss Libraries NI's internal workings (such as agreements that it is reaching with partner institutions/customers or its future business plans that have not been communicated to the public)
- do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
  − making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion, political opinion or belief or age
  − making comments using social media to bully another individual (such as an employee of Libraries NI)
  − posting images that are discriminatory or offensive or links to such content.
- bring Libraries NI into disrepute, for example by:
  − making defamatory comments about individuals or other organisations or groups
  − posting images that are inappropriate or links to inappropriate content
  − use of inappropriate language
  − posting content which damages, or has the potential to damage, the reputation of Libraries NI, its customers, its sponsoring Department or other stakeholders.

8. All employees are required to adhere to these guidelines. Employees should be aware that use of Social Media in a way that may be deemed as deliberate or inadvertent misuse which could be a breach of these guidelines, may lead to disciplinary action under the Libraries NI Disciplinary Procedure. Serious breaches of these guidelines, for example incidents of bullying of colleagues, commenting on issues relating to Libraries NI without authorization, or publicising corporate or confidential information, or social media activity causing serious damage to the organisation, may constitute misconduct, including gross misconduct, and may lead to action under the disciplinary procedure up to and including dismissal.

9. Libraries NI reserves the right to act on any information obtained from online sources if it indicates that a member of staff is in breach of the Social Media Policy or other Libraries NI policies.