

LCPL Social Media Procedures for Staff

This section is included in our Employee Handbook:

13.020 Personal Social Networking:

The Lake County Public Library encourages its employees to exercise good judgment when participating in social networking (this includes but is not limited to: Facebook, MySpace, Twitter, Pinterest, Tumblr, FourSquare, Yelp, Vine, Flickr, and LinkedIn). Each person is personally responsible for material they post on these social networking tools. While on Social Networking sites:

- Remember that what you post is public. Just like you might run into a patron at the grocery store, a patron might see anything you post on a social media site – even if you change your settings to 'private' or 'friends only'.
- Anything you post on social media – whether on your personal accounts, or as comments on other peoples' accounts – should comply with the library's confidentiality policies: Do not reference or cite patron information, employee information, or pending publications not ready for public knowledge.
- Don't use library logos or trademarks in personal posts without written consent.
- While we encourage library employees to use their social media accounts interact with the library on social media platforms at any time, don't let personal social media use (ie, chatting with friends on Facebook, maintaining a personal blog) interfere with work commitments.

13.030 Other Information:

All social networking is subject to the other policies contained in the employee handbook and elsewhere, including but not limited to: Intranet, Internet, e-mail policies, equal employment opportunity, and policies against any form of harassment.

Any violation of this policy may result in disciplinary action up to and including termination, as well as referral to law enforcement authorities if appropriate.

This section is a separate procedure posted to the staff intranet:

Using the Library's Social Media

Facebook

Feel free to like, comment on, share, and otherwise interact with the library's Facebook page at any time! Employee interaction on our Facebook posts helps increase our reach and is a great benefit to the library.

Patron Interaction:

Both library employees and library patrons enjoy the library's Facebook page as a place to interact, comments, ask questions, etc. If responding to library patrons on the library's Facebook page using your personal Facebook account, keep in mind that the patron likely knows that you are library staff. Do not write anything that you would not say to the patron in person while on duty.

For more information on how to interact with the library on Facebook, see our public posting policy located at <https://www.facebook.com/lcplin/info>. If you have any questions about

interacting with patrons on Facebook, contact the webmaster.

Twitter:

Employees can tweet at the library, tweet about library events/classes/displays/etc, respond to library tweets, retweet library tweets, and otherwise interact with the library's Twitter while on duty.

If you have any questions about interacting with the library on Twitter, or about what is or isn't appropriate, please contact the webmaster.

Pinterest:

The library maintains several boards on Pinterest on a variety of topics, many intended to be helpful to library professionals. Feel free to access the library's Pinterest profile during work hours to see what's new.

If you would like to be included on one of the library's boards as a pinner (for example, you'd love to contribute to the Historical Fiction reading board), ask your supervisor first. If approved, you will receive training on Pinterest best practices from the webmaster.

Blogging:

We have several library blogs, each with their own specific topic and audience. If you would like to start a new blog affiliated with the library, speak with your supervisor first. When creating a new blog, please adhere to the following specifications:

- Use Blogger/Blogspot (Google's blogging platform). Cases may be made if you wish to use a different blogging platform – see the webmaster.
- Include the 'person-counter' widget so that we can track traffic to the blog
- Add the webmaster as an admin with full privileges. Just in case you forget your password/lose your hard drive/get abducted by aliens, this will ensure that someone still has access to the blog.

If you write a blog post you're particularly pleased with, feel free to get in touch with the webmaster. We'll do what we can to give it a boost on social media!

Using Images on a Blog:

When you write a blog, we encourage you to use plenty of pictures! Pictures can be pinned to the library's Pinterest boards and make it easier to share blogs across other social media, which can lead to an increase in traffic. When choosing pictures for the blog:

- Make sure the image is not copyrighted. If you're not sure, ask the webmaster.
- Consider adding information to the picture itself – such as typing “Story time at LCPL!” on the picture or simply adding the library logo or your blog's URL to it. This ensures that even if the picture becomes disconnected from the blog post, the library still benefits from it.

If you have any questions about blogging and social media, please ask the webmaster.

Instagram:

Every branch has access to the library's Instagram account via the branch iPad. Feel free to take photos of library activities, displays, decor, etc and post them to our Instagram account during work hours.

- Do not spam the library's Instagram with graphics for your branch's upcoming programs.

The Instagram exists for all branches to share photos; created graphics (like fliers) do not do as well!

- Do not log into the library's Instagram on your personal device. Use the provided iPad.

Tumblr:

The library maintains a reader's advisory Tumblr and encourages contributions from all staff! If you wish to create a reader's advisory post (for example, a book review or book list), check with your supervisor to get permission to do it on work time.

- If you wish to formally join the tumblr RA team (aka, commit to producing a post every other month) check with your supervisor first. If approved, contact the webmaster to be added to the team.

What to do in Case of Crisis

If the library is experiencing a social media crisis, contact the webmaster immediately. If it is outside of office hours and you do not have the webmaster's contact information, alert your supervisor.

What Constitutes a Social Media Crisis

A social media crisis occurs when an organization makes a serious public misstep that causes many customers to begin to spread the story. An example would be when Domino's Pizza made a joke about pizza using a hashtag for a trending conversation about domestic violence on Twitter. Domino's failed to assess the nature of the hashtag before tweeting and offended several thousand people. Their mistake quickly went viral.

A social media crisis is *not* one person complaining about the library. For a situation to be considered a crisis, several people must be involved with the story spreading rapidly and publicly.

The negative attention arising from a social media crisis may or may not be grounded in fact. Either way, the library must respond rapidly and effectively.

While you may contribute to the discussion surrounding a social media crisis using your personal social media account, do not attempt to mitigate a social media crisis on your own. Contact the webmaster.