



Emma S. Clark Memorial Library

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"The Heart of the Three Village Community"

Employee Code of Conduct - Social Media Use

INTRODUCTION

Emma S. Clark Memorial Library is a local community organization, and therefore, it is especially helpful for employees and volunteers to be advocates. We want you to feel comfortable and empowered to share content from our social media channels and support awareness of our organization, but to do so in a responsible manner and to adhere to the regulations and requirements that are outlined in the policy below.

This document is intended to establish rules to be implemented when employees and volunteers communicate on social media platforms, both personally and professionally. While we encourage all employees and volunteers to be active online, it is important to take extra precautions to protect yourself, as well as the organization. Emma Clark Library employees and volunteers may use social media for, but not limited to: content curation and creation; customer service; strategy and planning; advertising; monitoring and social listening; and crisis management.

SOCIAL RESPONSIBILITIES FOR EMPLOYEES and VOLUNTEERS

The Marketing & Communications Manager is responsible for all social media accounts on a daily basis, including but not limited to:

- Content curation and creation
- Customer service
- Strategy and planning
- Advertising
- Monitoring and social listening
- Social media training for other employees
- Crisis response
- Passwords and security

The Library Director:

- Has access to passwords and security.
- May fill in if the Marketing & Communications Manager is out sick or on vacation.
- Should be consulted for all crisis response.

All other employees and volunteers:

- May share content from our social media channels, but must follow all of the guidelines of this policy.
- May assist with content, such as taking photos, recording videos, or gathering information, as needed.

SOCIAL RESPONSIBILITY AND EXPECTATIONS

- **Be responsible for what you write. Be polite, not rude or insensitive.** A top priority for online social engagement is to ensure that no harm—harassment or bullying—occurs and that all active participants feel safe and welcomed. Hate speech, threats of violence, harassment, or racial epithets will not be tolerated. Do not speak negatively about competing organizations or any community businesses.
- **Use common sense, and be authentic and transparent.** Exercise good judgement when posting on social media on behalf of the organization or on your personal accounts. Keep in mind that your actions online can impact perceptions about yourself and Emma Clark Library. All content should be fact checked before posting and should never be misleading or false. Finally, be sure that the language you use is easily understood and clear to others.
- **Respect copyright and fair use laws.** Always give people proper credit when using third-party content.*
- **Click links with caution and protect confidential information.** Posting or clicking on fraudulent links can put both Emma Clark Library and our patron's information at risk. Refrain from revealing Emma Clark Library's sensitive or internal information or that which is not yet to be released to the public. Do not violate the privacy of others, including but not limited to information pertaining to employees or patrons.
- **Don't be afraid to ask questions.** If you are unsure about posting, sharing a particular message, or how to respond in a crisis situation, volunteers should contact the Marketing Communications Manager or the Library Director.

SECURITY PROTOCOLS

Social media account passwords should be maintained by the Marketing Communications Manager and Library Director and changed once a year, or more often as needed.

Emma Clark Library is serious about the appropriate use of social media by our employees and volunteers. Violation of this social policy may result in corrective action, up to, and including, termination. Emma Clark Library also reserves the right to take any further action it believes is appropriate.

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