### Albany County Public Library Social Media Practices

**General**

1. Social media is defined as any facility or online publication including, but not limited to social networking sites, blogs, wikis, and video-sharing sites.
2. Social media accounts listed under the name of the Albany County Public Library will at all times have a profile picture of the library logo and a cover picture that clearly represents the library.
3. An informal Social Media Plan, including types of posts used, should be discussed and approved on a quarterly basis.

**Access**

1. Specified ACPL paid employees alone may post content (text, photos, audio, video, etc.) to a social media account under the name of the Albany County Public Library.
2. The ACPL Public Relations Specialist and Public Services Librarian alone can add or delete employees listed the administrators on social media accounts.
3. ACPL employees listed as administrators will have a specific admin role, which will be determined by the Public Relations Specialist and Public Services Librarian.

**Posting**

1. An administrator should include their name or initials at the end of each post.
2. A listing of standard responses and messages for questions, or a working FAQ, will be used and written by administrators.
3. Postings that include content involving patrons must be approved on an individual basis by the Public Relations Specialist.
4. Postings that include multimedia content involving patrons under the age of 18 must have an approved form of content release.

**Monitoring**

1. An administrator must check active social media accounts at least once a day.
2. Active social media accounts may be checked on the following devices:
   1. Computers owned by the ACPL.
   2. Personal computer(s) of employees listed as administrators on the account.
   3. Personal tablet(s) of employees listed as administrators on the account.
   4. Authorized and synced mobile devices.
3. Active social media accounts may not be checked from a public computer.

**Arising Problems**

1. If an administrator’s social media post(s) cause individuals confusion or problems, the administrator will have a discussion about the ACPL social media practices with a supervisor.
2. If a patron connected to a social media account has a complaint regarding an Albany County Public Library social media account, the Public Relations Specialist or Public Services Librarian will handle and resolve the situation.
3. If an individual connected to a social media account is displeased that one of his or her listings/posts/photos is not posted, the Public Relations Specialist or Public Services Librarian will handle and resolve the situation.
4. Block Standards: The Albany County Public Library maintains the right to block individual users on a social media account if:
   1. The individual user posts inappropriate, lewd, or obscene comments to a social media account.
   2. The individual continuously user promotes a brand, trademark, or company without prior approval from ACPL.
   3. The individual user continuously promotes a personal agenda.
   4. The individual user continuously promotes a personal agenda that opposes the mission or vales of the ACPL.
   5. The individual user continuously posts comments that openly criticize or attack the library and place the organization in a negative light.
   6. If different problems arise, the issue will be considered on an individual basis.
5. To ensure social media account users are aware of the ACPL Block Standards, the following statement will be posted to each social media account. When a user is blocked, the following block statement will notify them.
   1. Block Standards:
   2. Block Statement:
6. When a user is blocked, an email will be sent notifying all administrators.

**Security**

1. All social media accounts will have the highest level of security offered on each individual platform.
2. After using a library social media account, the administrator must log out from the account.
3. All administrators should be informed by email when changes are made to security and privacy settings.

**Copyright/ Privacy Protection**

1. The Albany County Public Library will at all times attempt to follow copyright, fair use, and invasion of privacy laws.
2. The ACPL will require employees to receive consent through expressed, implied, or oral consent at each program event.
   1. Expressed consent – Permission in writing (Requires parent or guardian signature for minor or the mentally disabled)
   2. Implied consent – Indicated consent with reaction
   3. Oral consent – Verbal consent
3. The library will require parents/guardians of minors to fill out, sign and date a consent release form. If the document is not signed and dated, the release will be void for that individual.
4. Completing the consent release form is optional for any individual.
5. If an individual refuses to complete the consent release form, no media can be produced using any content related to the individual.
6. Any content not under the copyright of the ACPL (photos, text, audio, video, etc.) used in program and media promotions must be copyright free and open to use by the public.

**ACPL Employee Personal Facebook Use**

1. These practices apply to use of social media on the employee’s personal time.
2. Awareness of Use
   1. Employees should keep in mind that a Facebook account is not private and can be seen by fellow employees.
   2. ACPL believes free speech is an important aspect of personal Facebook use, but would encourage staff to consider the consequences of posts that are against the social media practices of the organization.
   3. Patron privacy is an important aspect of a public library and should be considered when posting information related to the workplace.
3. Personal Use
   1. Employees should abide by the ACPL Acceptable Use of Employee Time personnel policy concerning personal use of ACPL computers and related equipment and time spent on personal use of social media.
   2. Employees who utilize social media and choose to identify themselves as employees of ACPL cannot use the ACPL logo or name on any personal blogs or other online sites unless their use is sponsored or otherwise sanctioned, approved, or maintained by ACPL.
   3. Employees are prohibited from posting ACPL copyrighted or confidential information or company-issued documents bearing the ACPL name or logo.
   4. Employees should not make any official public comment on personal social media accounts referencing a library incident or policy.
   5. Employees should respect patron and co-worker privacy and refrain from posting identifiable information or comments regarding a patron or co-worker.
   6. Employees are prohibited from posting ACPL confidential information including, but not limited to: unpublished personnel information, financial information, and library patron statistics.
4. Employer Monitoring
   1. ACPL reserves the right to lawfully monitor employees’ use of social media including but not limited to statements/comments posted on the Internet, in blogs and other types of openly accessible forums, diaries, and personal and business discussion forums.
   2. Employees should have no expectation of privacy while using company equipment and facilities for the use of social media. ACPL reserves the right to monitor, review, and block content that violates these rules and guidelines.
5. Violations
   1. An employee who continuously posts content on a personal Facebook account that is in direct violation of the above personal policies will:
      1. First Offense: Have a discussion and review of the social media practices with his or her supervisor.
      2. Second Offense: Have disciplinary action taken in the form of an official reprimand that will be reported in the employee’s personnel file.
      3. Third Offense: Be considered for suspension or dismissal from position.

**Training**

1. All administrators will receive training on accessing and monitoring social media accounts; the basics of each social media platform; and on how to contact individuals over social media accounts.
2. If an administrator leaves the library’s employment, that administrator will be immediately removed from the social media accounts.