

SOCIAL MEDIA USE

Social media includes blogs, and collaborative web-based discussion forums, such as (but not limited to) My Library Is, LinkedIn, Facebook, Instagram and Twitter (X?).

The following applies to the use of social media, whether such use is for RAILS on–RAILS time, for personal use during nonwork time, outside the workplace or during working time.

1. Employees are prohibited from discussing confidential, work-related matters via social media.
2. Employees may not use social media to harass, threaten, libel or slander, bully, make statements that are maliciously false, or discriminate against coworkers, managers, **customers**, clients, vendors or suppliers, any organizations associated or doing business with RAILS, or any members of the public, including website visitors who post comments. RAILS' antiharassment and EEO policies apply to use of social media in the workplace.
3. Employees should respect all copyright and other intellectual property laws. For RAILS' protection, as well as your own, it is critical that you show proper respect for all the laws governing copyright, fair use of copyrighted material owned by others, trademarks and other intellectual property, including RAILS' own copyrights, trademarks, and brands.
4. This policy is not intended, nor shall it be applied, to restrict employees from discussing their wages, hours and working conditions with coworkers.

RAILS-Sponsored Social Media

RAILS-sponsored social media is used to convey information about products and services; **advise** members about service updates; obtain member feedback, exchange ideas or trade insights about service trends; reach out to potential new markets; provide marketing support to raise **awareness** of RAILS' services; issue or respond to breaking news; brainstorm with employees and members; and discuss activities and events.

Commented [MH1]: Consider how we share library stories and incorporate sharing of other partner or member organizations

Commented [MH2]: Consider more formal language addressing comments and public meetings

1. Only employees designated and authorized by RAILS may prepare content for or delete, edit, or otherwise modify content on RAILS-sponsored social media. Any employees who create such accounts or are provided access to such accounts do not obtain ownership rights to such accounts or any content contained in them. Employees who create or are provided access to RAILS-sponsored social media accounts must provide RAILS with all passwords and/or log-in information to such accounts immediately upon RAILS' request, and must transfer "manager" or "owner" status (as defined by the particular social media site) upon RAILS' request.
2. Designated employees are responsible for ensuring that the RAILS-sponsored social media conform to all applicable RAILS rules and guidelines. These employees are authorized to remove immediately and without advance warning any content (including offensive content such as pornography, obscenities, or profanity) and/or material that violates RAILS' EEO and/or antiharassment policies.
3. Employees who want to post comments in response to content should identify themselves as employees.
4. Non-exempt RAILS employees cannot work on RAILS-sponsored social media accounts outside of their designated work time.

Personal Use of Social Media

1. Employees who use social media and choose to identify themselves as employees of RAILS may not represent themselves as a spokesperson for RAILS. Accordingly, employees must state explicitly, clearly, and in a prominent place on the site that their views are their own and not those of RAILS or of any person or organization affiliated or doing business with RAILS should they identify themselves as an employee of RAILS in a post. This section does *not* prohibit employees from including RAILS' name, address and/or other information on their social media profiles.
2. Employees cannot post photographs of RAILS events, other RAILS employees, or RAILS representatives engaged in RAILS' activities, unless employees have received RAILS' explicit permission.
3. Employees cannot advertise or sell RAILS products or services through social media.

Commented [MH3]: Should we make sure this is added to bios from RAILS staff? Should this language be amended to incorporate a more modern practice? What is the best practice in 2024?

Commented [MH4]: What does the legal permission entail? Can we do a blanket permission in onboarding?

Commented [MH5]: Is this relevant to employees selling outside items or is there a potential service that we could not sell through social media? What about deals and discounts?

RAILS Monitoring

Employees should have no expectation of privacy while using RAILS equipment and facilities for any purpose, including the use of social media. RAILS reserves the right to monitor, review, and block content that violates RAILS' policies.

Violations

RAILS will investigate and respond to all reports of violations of RAILS' policies. Employees are urged to report any violations of this policy to the Director of Finance and Human Resources or the Human Resources department. A violation of this policy may result in discipline up to and including termination of employment.

Commented [MH6]: Update job titles

Commented [MH7]: Should we be addressing records retention?