

SOCIAL MEDIA USE BY EMPLOYEES

Definition

Social media is a form of electronic communication on websites or social networking or blogging platforms where users engage and interact with one another. Examples of social media platforms include but are not limited to My Library Is, LinkedIn, Facebook, Instagram, TikTok, YouTube, etc.

Purpose

RAILS acknowledges that its employees have certain free speech rights to engage in personal social media communications, interactions, and activities. However, RAILS expects its employees to conduct themselves in a professional manner when engaging in social media activities, whether on-duty or off-duty, and not engage in conduct that may adversely affect the employee's job performance or the performance of other RAILS employees or reflect unfavorably on or impair RAILS' operations, reputation, or its mission or goals.

General Policy (On and Off Duty Activities)

The following applies to employee use of social media, whether those activities take place on-duty or off-duty:

1. Employees are prohibited from disclosing confidential or sensitive information about RAILS 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, clients, vendors or suppliers, any organizations associated or doing business with RAILS, or any members of the public, including users 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.

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 and/or material that violates RAILS’ EEO policy, antiharassment policy, or social media comment policy.
3. Employees who want to post comments in response to content on RAILS-sponsored social media should identify themselves as employees.
4. Non-exempt RAILS employees cannot work on RAILS-sponsored social media accounts outside of their designated work time.
5. RAILS-sponsored social media accounts may be subject to the records retention requirements of the State and Local Records Act.

Personal Use of Social Media

1. Employees who engage in personal social media activities and choose to identify themselves as employees of RAILS may not represent themselves as a spokesperson for RAILS.
2. Employees with authority to speak on behalf of RAILS on particular matters who then post or comment on personal social media sites on topics within that authority should be aware that their posts and comments may be subject to the First Amendment. As a result, those employees must exercise caution in taking any negative action (such as deleting comments or blocking users) against those users who engage with the employee on their posts and comments that fall within the scope of their authority.
3. Employees are discouraged from posting photographs of RAILS events or participants engaging in RAILS’ activities on personal social media sites, unless they have received their supervisor’s prior permission.
4. Employees cannot advertise or sell RAILS products or services on personal social media sites.

No Expectation of Privacy

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.

In addition, employees should be aware that their personal social media activities are not likely to be private and could be viewed by co-workers, supervisors, and members of the public.

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.