

Social Media Use Policy

Social Media is defined as: blogs, other types of self-published online journals, and collaborative Web-based discussion forums including, but not limited to, LinkedIn, Facebook, MySpace and Twitter.

Rules and Guidelines

I. General Rules and Guidelines

The following rules and guidelines apply to the use of social media, whether such use is for BLOOMINGDALE PUBLIC LIBRARY on company time, for personal use during nonwork time, outside the workplace or during working time while using Bloomingdale Public Library owned equipment. (Using Bloomingdale Public Library equipment to access social media sites for personal use is also governed by the Human Resources Manual under “Inspections”. Employees should also refer to this policy before accessing such sites via the Bloomingdale Public Library’s equipment). These rules and guidelines apply to all employees.

1. Employees are prohibited from discussing confidential, work-related matters through the use of social media. Employees also have a duty to protect employees' home addresses and other personal information and the confidentiality of BLOOMINGDALE PUBLIC LIBRARY, patron account information, strategic business plans, customer lists, financial information, business contracts, and other proprietary and nonpublic company information.
2. Employees cannot use social media to harass, threaten, libel or slander, malign, defame or disparage, or discriminate against co-workers, managers, customers, clients, vendors or suppliers, any organizations associated or doing business with BLOOMINGDALE PUBLIC LIBRARY, or any members of the public, including Web site visitors who post comments. BLOOMINGDALE PUBLIC LIBRARY’s anti-harassment and EEO policies apply to use of social media in the workplace.

II. Bloomingdale Public Library-Sponsored Social Media

BLOOMINGDALE PUBLIC LIBRARY-sponsored social media is used to: convey information about library products and services; advise patrons about program updates; obtain patron feedback, exchange ideas or trade insights about library trends; reach out to potential new patrons; and to raise awareness of BLOOMINGDALE PUBLIC LIBRARY’S brand.

All such BLOOMINGDALE PUBLIC LIBRARY-related social media is subject to the following rules and guidelines, in addition to rules and guidelines set forth above:

1. Only employees designated and authorized by BLOOMINGDALE PUBLIC LIBRARY can prepare content for or delete, edit, or otherwise modify content on Bloomingdale Public Library-sponsored social media.
2. Employees cannot post any copyrighted information where written reprint permission is not obtained in advance.
3. Designated employees are responsible for ensuring that the Bloomingdale Public Library-sponsored social media conform to all applicable library rules and guidelines. These employees are authorized to remove immediately and without advance warning any content, including offensive content such as pornography, obscenities, profanity, and/or material that violates Bloomingdale Public Library's EEO and/or anti-harassment policies.
4. Employees who want to post comments in response to content must identify themselves as employees.
5. Employees may only post photographs of library events, other employees or company representatives engaged in BLOOMINGDALE PUBLIC LIBRARY's business, for advertising and promotional purposes.

III. Personal Use of Social Media

The following rules and guidelines, in addition to the rules and guidelines set forth in section 1 above, apply to employee use of social media on the employee's personal time.

1. Employees should abide by the BLOOMINGDALE PUBLIC LIBRARY's Human Resources Manual concerning personal use of the BLOOMINGDALE PUBLIC LIBRARY's computer and related equipment.
2. Employees who utilize social media and choose to identify themselves as employees of BLOOMINGDALE PUBLIC LIBRARY are strongly encouraged to state explicitly, clearly, and in a prominent place on the site that their views are their own and not those of BLOOMINGDALE PUBLIC LIBRARY or of any person or organization affiliated or doing business with BLOOMINGDALE PUBLIC LIBRARY.
3. Employees cannot use BLOOMINGDALE PUBLIC LIBRARY's logo or trademarks unless their use is sponsored or otherwise sanctioned, approved, or maintained by BLOOMINGDALE PUBLIC LIBRARY.
4. Employees cannot post BLOOMINGDALE PUBLIC LIBRARY'S copyrighted or confidential patron information or company-issued documents bearing BLOOMINGDALE PUBLIC LIBRARY'S name, trademark, or logo.

5. Employees cannot post photographs of library events, other employees or company representatives for personal use.
6. Employees cannot advertise or sell company products or services through social media.

IV. Bloomingdale Public Library Monitoring

BLOOMINGDALE PUBLIC LIBRARY reserves the right to 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.

Employees should have no expectation of privacy while using company equipment and facilities for any purpose, including the use of social media. BLOOMINGDALE PUBLIC LIBRARY reserves the right to monitor, review, and block content that violates BLOOMINGDALE PUBLIC LIBRARY'S rules and guidelines.

V. Violations

BLOOMINGDALE PUBLIC LIBRARY will investigate and respond to all reports of violations of BLOOMINGDALE PUBLIC LIBRARY'S rules and guidelines or related company policies or rules. Employees are urged to report any violations of this policy to the Library Administration. A violation of this policy may result in discipline up to and including termination of employment.