

SOCIAL MEDIA IN WORKPLACE POLICY

At Baker County Library District (BCLD), we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and coworkers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

This policy applies to all associates who work for BCLD, including regular staff, substitutes, interns and volunteers.

GUIDELINES

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal website, social networking or affinity website, web bulletin board or a chat room, whether or not associated or affiliated with Baker County Library District, as well as any other form of electronic communication.

The same principles and guidelines found in BCLD policies and three basic beliefs apply to your activities online. Ultimately, you are solely responsible for what you post online.

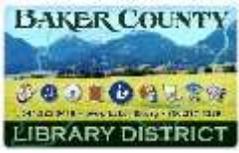
Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of coworkers or otherwise adversely affects volunteers, patrons, suppliers, people who work on behalf of Baker County Library District or BCLD legitimate business interests may result in disciplinary action up to and including termination.

Know and follow the rules

Carefully read these guidelines, the BCLD **Harassment & Workplace Bullying Policy**, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Be respectful

Always be fair and courteous to coworkers, patrons, volunteers, suppliers or other people who work on behalf of Baker County Library District. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your coworkers or by utilizing our Open Door Policy than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage coworkers, patrons, volunteers, suppliers, or other associates, that action might constitute harassment or bullying.



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Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.

Be honest and accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about Baker County Library District, coworkers, volunteers, patrons, suppliers, people working on behalf of BCLD or colleagues.

Post only appropriate and respectful content

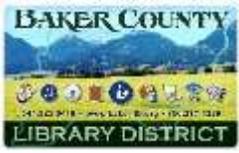
- Maintain the confidentiality of the private and confidential information of Baker County Library District, patrons, fellow employees, volunteers and other associates. Do not post internal documents, reports, memos, policies, procedures or other internal business-related confidential communications.
- Respect the privacy and confidentiality of library records and library usage, such as personal data, and information about another person's use of library materials, services, and facilities.
- Do not create a link from your blog, website or other social networking site to a BCLD website without identifying yourself as a BCLD associate.
- Express only your personal opinions. Never represent yourself as a spokesperson for Baker County Library District. If BCLD is a subject of the content you are creating, be clear and open about the fact that you are an associate and make it clear that your views do not represent those of BCLD, coworkers, volunteers, patrons, suppliers or people working on behalf of BCLD. If you do publish a blog or post online related to the work you do or subjects associated with BCLD, make it clear that you are not speaking on behalf of BCLD. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of BCLD."

Using social media at work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the **Personal Use of District Resources Policy**. Do not use BCLD e-mail addresses to register on social networks, blogs or other online tools utilized for personal use.

Private accounts and public records

Avoid using one's private social media, email, or other accounts to conduct public business. Doing so may place that account within the scope of public records requests requiring retention, search and production of public records. The best practice is to avoid using personal resources for public business.



Baker County Library District

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Retaliation is prohibited

BCLD prohibits taking negative action against any associate for reporting a possible deviation from this policy or for cooperating in an investigation. Any associate who retaliates against another associate for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

Media contacts

Except as authorized, associates should not speak to the media on BCLD's behalf without contacting the Library Director. All unsolicited media inquiries should be directed to the Library Director.

For more information

If you have questions or need further guidance, please contact the Library Director.