



E-028

Richmond Heights Memorial Library SOCIAL MEDIA POLICY

The Richmond Heights Memorial Library endorses the secure use of social media to enhance communication, collaboration, information exchange, streamline processes, and foster productivity. This policy establishes the Library's position on the utility and management of social media and provides guidance on its use, management, administration, and oversight. This policy is not meant to address one particular form of social media; rather social media in general, as advances in technology will occur and new tools will emerge.

Social media provides a potentially valuable means of assisting the Library and its employees in meeting community outreach, community education, and other related organizational and information objectives. This policy identifies potential uses that may be explored or expanded upon as deemed reasonable by supervisory personnel. The Richmond Heights Memorial Library also recognizes the role that these tools play in the personal lives of some employees. The personal use of social media can have a bearing on employees in their official capacity. As such, this policy provides information of a precautionary nature as well as restrictions and prohibitions on the use of social media by all employees.

Procedures:

All Library social media sites or pages shall be approved by the Library Director and shall be administered by an employee designated by the Library Director.

Content related to community outreach, community education, and related objectives do not require approval by the Library Director or Library Director's designee, but do require notification that such information has been posted on social media. Use of social media should be at a minimum of one post per week to maintain interest in the site. It is also essential that citizen postings, comments, etc. are consistently reviewed and responded to within 24 working hours.

Where possible, social media pages shall clearly indicate they are maintained by the Richmond Heights Memorial Library and shall have contact information prominently displayed.

Social media content shall adhere to applicable laws, regulations and policies, including all information and technology as well as records management policies. The content of social media is subject to public records laws, including the Missouri Sunshine laws. Relevant record retention schedules apply to social media content. Content must be managed, stored and retrieved to comply with open records laws and e-discovery laws and policies.

E-028



Where possible, social media pages should state that the opinions expressed by visitors to the page(s) do not reflect the opinions of the Library. Pages shall clearly indicate that posted comments will be monitored and the Richmond Heights Memorial Library reserves the right to remove obscenities, off-topic comments, personal attacks, or other inappropriate or offensive information. Pages shall clearly indicate that any content posted or submitted for posting is subject to public disclosure.

Sanctioned Use of Social Media:

Richmond Heights Memorial Library employees representing the Library via social media outlets shall conduct themselves at all times as representatives of the Library. Employees shall adhere to these guidelines and always observe conventionally accepted protocols and proper decorum. When representing the Richmond Heights Memorial Library in an official capacity, employees shall identify themselves as an employee of the Library.

Employees shall not make statements, post, transmit, or otherwise disseminate confidential information, including, but not limited to; photographs, digital images, or videos related to Library training, activities, or work related assignments without express permission from the Library Director or Library Director's designee. Political activities and/or private business activities by employees on Library social media are prohibited. Employees shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

Potential Use:

Social media is a valuable tool which can be used for community outreach, community education, and engagement by sharing information regarding Library programs and activities.

Personal Use - Precautions and Prohibitions:

In accordance with all applicable state laws, Richmond Heights Memorial Library employees are free to express themselves as private citizens on social media sites to the degree that their speech does not impair working relationships among employees. The Richmond Heights Memorial Library values loyalty and confidentiality as important traits. Moreover, the Richmond Heights Memorial Library recognizes that some uses of social media have the potential to impede the performance of duties, impair discipline or otherwise reflect upon the Library or to negatively impact harmony among co-workers. Further, such use also has the potential to negatively affect public perception of the Library.

As public employees, personnel are cautioned that speech conducted on or off duty, if made pursuant to their official duties and responsibilities, is not protected speech under the First Amendment and may form the basis for discipline if deemed detrimental to their employer. Richmond Heights Memorial Library employees should assume that their speech and related activity on social media sites will reflect upon their position and



the Library.

Personnel shall not post, transmit, or otherwise disseminate any information to which they have access as a result of their employment with the Library without written permission from the Library Director.

Adopted by the RHML Library Board of Trustees January 16, 2024