

Social Media Policy

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Policy Sponsor:	<i>The Chief Executive</i>
Policy Owner:	<i>The Director of Library Services</i>
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Related Policies	<ul style="list-style-type: none"> • <i>Code of Conduct for Staff</i> • <i>Community Information Policy</i> • <i>Customer Feedback Policy</i> • <i>Data Protection Policy</i> • <i>Disciplinary Procedure</i> • <i>Equal Opportunities Policy</i> • <i>Freedom of Information Policy</i> • <i>Grievance Procedure</i> • <i>Harassment Policy</i> • <i>Media Handling Policy</i> • <i>Staff Acceptable Use Policy</i>

Social Media Policy

1. Introduction

- 1.1 Social Media plays a major role in the lives of individuals, communities and organisations.
- 1.2 It is a term used to describe a range of online applications which allow users to create and share content. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.
- 1.3 Common social media platforms include, but are not limited to, online social networks such as Twitter, Facebook and LinkedIn, messaging, blogs, podcasts, discussion forums, RSS feeds, and content sharing sites such as Instagram and YouTube. Libraries NI's social media sites are currently as follows:
 - Facebook page(s) for Libraries NI, geographical amalgamation pages and agreed libraries
 - Twitter page(s) for Libraries NI and agreed libraries
 - YouTube account for Libraries NI
 - Blogs promoted from the main Libraries NI website
 - Google+ pages for libraries
 - TripAdvisor pages for libraries
 - Instagram for Libraries NI
 - Hootsuite and Tweetdeck for overall account management
 - internally Libraries NI also uses blogs and content sharing networks like Skype, Microsoft Teams and Yammer.

2. Purpose

- 2.1 The purpose of this policy and the associated guidelines is to set out Libraries NI's overall approach to the use of corporate Social Media and establish parameters for staff in relation to their personal use of Social Media in order to protect Libraries NI and individual members of staff. The general principles of this policy are also applicable to Board Members. The Policy helps libraries in managing associated personal and organisational risks.

3. Policy

Corporate Social Media

- 3.1 Libraries NI seeks to use Social Media, in accordance with legislation as a platform for:
 - communicating with staff, customers and stakeholders
 - promotion of facilities, stock and services as well as events
 - engaging with library users and non-users
 - complementing other Libraries NI communication channels such as the Libraries NI website

- engaging with media
 - encouraging people to become active library members
 - improving access to collections
 - engaging with stakeholders including other organisations
 - delivering services
 - staff development.
- 3.2 Libraries NI's approach to the use of Social Media will be responsive to customer needs and in line with corporate aims and priorities.
- 3.3 Libraries NI will select its Social Media platforms carefully taking account of functionality, stability, support, resilience, longevity, capacity and ability to increase participation.
- 3.4 Libraries NI welcomes comments from customers however any which contain content deemed unsuitable or contrary to the guidelines for users of Libraries NI's social media sites will be removed.
- 3.5 Comments will be reviewed by designated Libraries NI staff and, when possible, anyone who has contravened the guidelines will be barred from making future postings.

Personal Social Media

- 3.6 In using personal Social Media, members of staff must ensure that their activity is in accordance with legislation and that it is consistent with their responsibilities as set out in the Code of Conduct for Staff, the Corporate Acceptable Use Policy and the Guidance for Staff's Personal Use of Social Media.

4. Authority

Policy Sponsor: The Chief Executive is the Policy Sponsor.

Policy Owner: The Director of Library Services is the Policy Owner.

Policy Contact: The Head of Strategic Marketing and Communications is the Policy Contact.

5. Related Documents

Policies

- Code of Conduct for Staff
- Community Information Policy
- Customer Feedback Policy
- Data Protection Policy
- Disciplinary Procedure
- Equal Opportunities Policy
- Freedom of Information Policy
- Grievance Procedure
- Harassment Policy
- Media Handling Policy
- Staff Acceptable Use Policy

Guidelines

Guidelines for users of Libraries NI's Social Media Sites

Guidelines for Approved Staff's use of Libraries NI's Social Media Sites.

Guidance for Staff's personal use of Social Media

Guidelines for users of Libraries NI's Social Media Sites

1. Libraries NI seeks to create and host content on its social media sites which informs, supports learning, creates community cohesion and provides access to our cultural heritage. Libraries NI welcomes the use of these sites by customers and other members of the public. The main objective is to raise awareness of Libraries NI and increase participation with its services.
2. Libraries NI prohibits the use of its social media for any purpose which would contravene any legislation or government regulation, or which might create civil liability by the user or Libraries NI to any person.
3. Comments, posts and messages are welcome on Libraries NI social media sites, provided they do not contain:
 - obscene, discriminatory, offensive or racist content
 - personal attacks, insults, or threatening or abusive language
 - potentially illegal or libellous statements
 - plagiarised material
 - private or personal information published without consent
 - references to named members of the public or staff
 - comments unrelated to the content of the forum
 - hyperlinks to material that is not directly related to the discussion
 - content which breaches copyright or any other intellectual property rights
 - commercial promotions or spam.
4. Libraries NI's social media sites will be regularly screened by designated Library Authority employees. All postings which contain any of the above will be immediately removed and, when possible, the poster barred from posting any subsequent messages to Libraries NI social media sites.
5. By posting content, the user agrees to indemnify Libraries NI and its officers and employees from and against all liabilities, judgments, damages, costs and expenses incurred by any of them which arise out of or are related to the posted content. Forums and messaging may not be used for commercial purposes or for organised political activity. By using Libraries NI social media the user agrees to these terms and violation of the terms by the user may lead to legal liability.
6. By posting any comments, posts or other material on Libraries NI Social Media sites, you give Libraries NI the right to reproduce, distribute, publish, display, edit, modify, and otherwise use your content for any purpose in any form and on any media. You also agree that you will not:
 - post material that infringes on the rights of any third party, including intellectual property, copyright, privacy or publicity rights
 - post material that is:
 - obscene discriminatory, offensive or racist
 - personal including attacks, insults, or threatening or abusive language
 - potentially libellous or otherwise illegal
 - plagiarised material

- private or personal information published without consent
- referring to named members of the public or staff
- unrelated to the content of the forum or platform
- hyperlinks to material that is not directly related to the discussion
- commercial promotions or spam
- liable to cause offence; including pornographic material or abusive language.

7. Libraries NI reserves the right to do any or all of the following:

- remove communications that fails to comply with these Terms and Conditions
- terminate a user's access to Libraries NI's social media accounts upon any breach of these Terms and Conditions
- edit or delete any communications posted regardless of whether such communications violate these standards
- report the user to the social media provider
- take any other action it sees fit, which may include legal action.