



POLICY

TITLE: Social Media

POLICY NUMBER: 026

EFFECTIVE DATE: 3/22/2017

REVIEW DATE: 3/1/2018

SUPERSEDES POLICY NUMBER: Policy #026 dated 8/27/2014

AUTHORIZED BY: Board of Trustees

1. Purpose: To describe Timberland Regional Library's (TRL) use of social media.
2. Scope: This policy applies to all TRL employees, Board of Trustees, and the public.
3. Background: Social media tools provide new opportunities to engage with members of our community. We anticipate frequent changes in social media tools to keep connected to our various audiences.
4. Definitions: Social media includes online sites, such as social networks, blogs, websites and mobile applications.
5. Policy: TRL's social media sites are created and moderated by designated employees.
 - a. TRL encourages and supports employees' efforts to engage with communities served by TRL through the use of TRL's social media accounts.
 - b. Upon supervisor approval, employees may access TRL social media accounts to facilitate community engagement within the scope of their duties during work time.
 - i. Employees conduct themselves in a professional manner when communicating as a representative of TRL on social media.

- c. Employees may use their personal devices when accessing TRL social media on work time. Personal devices may then be subject to Public Records Requests.
- d. Proposals for new TRL social media accounts should be directed to the TRL Social Media Workgroup for consideration. Each new TRL social media site will be created and when necessary deleted by the Computer Services Department as directed by the Library Director.
- e. TRL reserves the right to:
 - i. Assign or remove social media responsibilities, tools or platforms based on operational needs.
 - ii. Remove unlawful comments on TRL's social media accounts per the TRL Disruptive Patron Behavior Manual.
 - iii. Retain social media account details for accounts used by representatives of TRL.

6. References: Social Media Procedure; TRL Disruptive Patron Behavior Manual

7. Citations: Public Documents, Records, and Publications (RCW 40); Preservation of Public Records WAC – 434-662

By the enactment of this policy the Board of Trustees of Timberland Regional Library is concurrently rescinding any prior policy or procedure within TRL that is either in conflict with or expansive of the matters addressed in this policy.

Approved by the Board of Trustees, March 22, 2017