MCL Social Media Guidelines

The purpose of this policy is to establish guidelines for staff, consultants, volunteers, members, stakeholders and affiliated groups. This policy covers the conduct and expectations, policies, audiences, definitions, standards, guidelines & examples for MCL Staff Members and the public when participating in MCL social media or social networking platforms. MCL must ensure the use of social media communications maintains our brand, identity, integrity and reputation while minimizing legal risks, inside or outside of the workplace.

Social media or social networking includes all forms of online publishing and discussion, including but not limited to: blogs, wikis, file-sharing, user-generated video and audio, social networks and other social networking applications. At present, many organizations are fully engaged with social media websites such as Facebook, Twitter, YouTube and LinkedIn, and most intend to embrace all new social media environments that may appear in the future.

Company Policy & Guidelines
Authorized users:
- May use social media forums for self-publishing and self-expression on personal time only.
- Are prohibited from promoting personal projects or endorsing other brands, causes or opinions without the use of a disclaimer to separate employee's personal uses with those of MCL.
- Shall use discretion in responding to public users through social media and use a respectful and courteous tone.
- Shall write from the point of view of the "We," which represents the library as a whole and not as an individual staff member.
- As the online face of the library will remain professional at all times and refrain from expressing their personal views when posting on the library's behalf.

Post Content Guidelines:
- For social media including MCL, content must be relevant, meet specified goals or purposes and add value to MCL brand.
- Any copyrighted or confidential information requires written or verbal authorization MCL before it can be published and should be properly attributed.
- All content must conform to all appropriate laws and regulations, as well as guidelines adopted by and governing the industry, such as privacy laws.

- Content must be polite and respectful. All messaging should maintain the same tone as if interacting with someone in person on behalf of the organization. Responses should reflect library policy and practice rather than personal opinions.

Editorial control:
- MCL is authorized to remove any content that does not meet the rules and guidelines of the aforementioned policy. Removal of such information will be done without permission of the author or advance warning.
- MCL expects all public users (non-Library Staff, non-members, non-stakeholders) to abide by all guidelines of the company policy mentioned above and MCL reserves the right to take the same action as mentioned above in removing such content.
- Social media comments from public users that require response will be addressed in a timely but thoughtful, and respectful manner.

Enforcement

Violations of the above policy will be enforced under current employee personnel policies regarding personal conduct, supervisory discipline, reprimand, performance evaluation and/or employment termination.

Disclaimer

Third-Party comments expressed on any social media platform do not reflect the views or positions of the library, its officers, or its employees. Social media users should exercise their own judgment about the quality and accuracy of any information presented through social media.