



100 North Reber Street
Wernersville, PA 19565

www.berkslibraries.org/branch/wernersville

STAFF SOCIAL MEDIA USE POLICY

This Policy specifies accepted, and unacceptable, staff Social Media activities on the Wernersville Public Library's Social Media sites. Examples of such sites are TikTok, Twitter, Facebook, Instagram, Linked In, YouTube, and includes all social media environments that may appear in the future.

Staff should be familiar with the Patron Social Media use Policy so that they may guide patrons in the appropriate use of library Social Media sites. The Library Director will designate which staff may post to all Social Media Sites.

Wernersville Public Library trusts and expects employees to exercise personal responsibility when participating in social media under these additional guidelines:

- Use discretion in responding to public users through social media and use a respectful and courteous tone.
- Write from the point of view of the “We,” which represents the library as a whole and not as an individual staff member.
- Remain professional at all times and refrain from expressing their personal views when posting on the library’s behalf.
- Content must be relevant, meet specified goals or purposes and add value to the library’s brand.
- Content must conform to all appropriate laws and regulations, as well as guidelines adopted by and governing the industry, such as privacy laws.

The following rules and guidelines apply to the use of social media, whether such use is for the library on library time, for personal use during non-work time, outside the workplace or during working time using Library-owned equipment:

- Library employees are prohibited from discussing confidential, work-related matters through the use of social media. Employees are responsible for protecting personal information and account information about co-workers and Board members.
- Library employees are prohibited from using social media to harass, threaten, libel or slander, malign, defame, disparage or discriminate against co-workers, supervisors, patrons, vendors, suppliers, or any organizations associated or doing business with the Wernersville Public Library.

Failure to comply with this policy may lead to disciplinary action, up to and including termination.

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Acknowledgment Page

I, _____ have reviewed the Wernersville Public Library Patron and Staff Social Media Policies. I understand the documents' content, and agree to comply with the requirements of this policy. I understand that failure to comply may result in actions consistent with the progressive discipline guidelines of the Wernersville Public Library.

Signature

Date

Adopted 1/9/2024