



# WASHINGTON PARISH LIBRARY

## Social Media Policy

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Online social networks—such as Facebook, YouTube, and Instagram—are valuable tools to build relationships with library users, share information, and promote library programs and materials. This policy guides the appropriate use of social media by library staff, both when representing the library and in their personal online activity.

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### Library Social Media Accounts

Staff who post on behalf of the library are representing Washington Parish Library and must adhere to professional standards.

#### 1. Standards of Conduct

- Follow the Washington Parish Library Standards of Conduct, including confidentiality rules.
- *Follow Use of Electronic Mail, Internet, and Equipment policies.* All library-provided devices and accounts are property of the library; there is no expectation of privacy when using library systems.

#### 2. Professional Conduct Online

- Posts should be professional and appropriate, reflecting positively on the library.
- Posts are part of the public record; if staff are unsure about content, consult the Library Director or designee.
- Library staff may not provide legal, medical, business, tax, or other professional advice through social media.

#### 3. Account Approval & Branding

- New social media accounts representing the library must be approved by the Library Director or designee before launching.
- Accounts must be branded with the library logo, contact information, and website: [www.washingtonparishlibrary.org](http://www.washingtonparishlibrary.org).
- Accounts should also state: “Posts on this account may not reflect the official views of the Washington Parish Library.”
- Content shared from other sources must follow copyright and fair use laws, giving proper credit to original creators.

#### **4. Photography & Personal Attribution**

- All photographs posted must have a signed photo release.
- First-person posts should end with the poster’s first name.

Staff are reminded that media inquiries (press, TV, radio, newspapers) are governed by the Library’s *Media & Public Relations Policy*.

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### **Personal Social Media**

Washington Parish Library respects staff members’ rights to lawful personal social media activity. Staff personal social media activity is generally outside the scope of library oversight, while still respecting professional standards.

#### **1. Protected Personal Activity**

- Staff may maintain personal social media accounts and engage in lawful online activity outside work hours.
- Posts that do not interfere with library duties, violate library policies, or create a conflict of interest are considered personal and outside the scope of employment.

#### **2. Professional Responsibility**

- Staff should exercise judgment online; content that is illegal, harassing, discriminatory, or clearly harmful to the library’s operations or reputation may be addressed through existing policies.
- Visibility of posts alone—being public or widely shared—is not a violation.

### **3. No Retaliation for Lawful Activity**

- The library will not take adverse action against staff for personal social media activity that is lawful and does not violate library policies or applicable laws.
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## **Enforcement & Questions**

- Violations of the policy when representing the library may result in corrective action under the library’s standard disciplinary procedures.
- Questions about appropriateness of posts, content, or account management should be directed to the Library Director or designee.