

Employee Social Media Policy

<i>Topic</i>	Human Resources
<i>Authority</i>	Board
<i>Related Documents</i>	WBRL Employee Conduct Policy WBRL Violence and Harassment Policy

The Regional Municipality of Wood Buffalo Library Board recognizes online activity and social media as important work tools and sources of information.

The Communications department leads the Wood Buffalo Regional Library (WBRL) social media engagement strategy. Only authorized employees are permitted to:

- Establish social media channels on behalf of the WBRL.
- Respond to direct comments or questions on WBRL services or customer service on a WBRL social media channel or elsewhere.
- Speak on behalf of WBRL on a WBRL social media channel or elsewhere.
- Engage in activities or make commitments on behalf of WBRL on a WBRL social media channel or elsewhere.

Personal Use of Social Media

While online activity and use of social media are a medium for employee self-expression, actions, writing and content may also reflect WBRL if an employee’s name and/or areas of social media engagement are linked to the Library.

When using social media for personal use and when identifiable as a WBRL employee in any way, staff must be aware of the potential impact of their communications on the reputation and values of WBRL. WBRL expects employees to adhere to the following standards.

- Follow all applicable WBRL policies and guidelines, including but not limited to those relating directly to social media and employee conduct.
- Be clear that the views expressed about library and community-related issues are an employee’s own and do not reflect the position of WBRL or the Library Board.
 - Including a disclaimer indicating that an employee’s views are their own and not that of their employer is good practice. However, use of disclaimers will not negate personal responsibility or potential embarrassment.
- Act responsibly and with good judgement.
- Ensure posts are accurate and truthful. Errors and omissions reflect poorly on WBRL.
- Use respectful and professional language and behaviour. Avoid any defamatory, offensive, or derogatory content. See WBRL Violence and Harassment Policy and Directive.
- Respect the privacy and confidentiality of WBRL and the community.
 - Do not share confidential or proprietary information about WBRL.
 - Abide by the Freedom of Information and Protection of Privacy Act. Do not share personal information about any library related contacts, including but not limited to WBRL patrons, employees, volunteers, board members, and partners.

- Do not post copyrighted information to a personal social media site without permission, including but not limited to the WBRL logo, photographs, etc.
- Consider permanency. Communication in social media sites or accounts should always be considered public and permanent. Online communities are not private; posts may be accessed by a wider audience than intended or copied by others and published elsewhere without the poster's permission or knowledge.

Accessing social media sites for personal use during work hours is not permitted.

Social media activity that contravenes WBRL policies or expectations can be grounds for disciplinary action, up to and including termination with cause.

History

Created: March 17, 2021.

Revised: March 16, 2022.