

SOCIAL MEDIA POLICY

The Library, under the management and supervision of the Executive Library Director, shall use social media and digital marketing to extend its mission to audiences across the Internet and to provide a public forum to foster discussion, awareness of library services and activities. This policy applies to staff as they are communicating with our community about the Library using Library-owned accounts.

Staff using Library-owned accounts must do so within three performance expectations.

- Living our Library's values
- Adhering to the Library's policies (confidentiality and others)
- The effect of their work on the Library's brand and reputation in the community.