Social Media Policy

1.   Summary

The State Library's Social Media Policy recognises that social media is an integral part of the State Library's ongoing engagement with its clients and the general public. Social media represents a unique opportunity for the State Library to engage the public in ongoing conversations, collaborations, networking and exchanges in support of the Library's strategic objectives, as well as to promote the collection and deliver services to the public. Staff are encouraged to use social media in a personal or approved official capacity to promote the Library and its activities. This Policy sets out standards for staff who use social media, including those who communicate with clients and stakeholders via social media channels, and is complemented by the State Library's 'Social Media Guidelines'.

This Policy is in place to both protect and reinforce the State Library of NSW brand and reputation as a world leading library, as well as to guide and encourage individuals using social media. The Policy also assists in supporting the State Library's strategic priorities: Connect, Collect and Community.

The State Library's approach is consistent with the NSW Government's commitment to M2012-10 Open Government. The Policy also reflects and incorporates the Guiding Principles contained within the [NSW Government Social Media Policy](), to use social media in an open, collaborative, responsive, reliable and appropriate manner.

It complements existing laws such as *Government Information (Public Access) Act 2009, Privacy and Personal Information Protection Act 1998, Government Sector Employment Act 2013* and *State Records Act 1998* as well as Library policies, including the *Code of Ethics and Conduct* and the *Information and Communications Technology Services Policy*.

2.   Policy statement

2.1   Scope

This Policy applies to all State Library of NSW staff, volunteers, consultants, contractors, partners and those on work placements (e.g. interns and work experience students) (users) who use any form of social media for work and private purposes.

The Policy should be read in conjunction with the State Library's Code of Ethics and Conduct, Media Protocol, and ICT Services Policy. This Policy is consistent with NSW Government's Social Media Policy and Guidelines and [Ethical Framework]().

2.2 Principles of conduct.

All staff using social media must follow the same principles of conduct outlined in the Library's Code of Ethics and Conduct: open, collaborative response, reliable and appropriate.

All staff using social media must comply with all applicable State Library and Government policies and legislative requirements including those pertaining to: privacy, copyright, advertising, media and publications, defamation, intellectual property, and anti-discrimination.

2.3 Establishing an official social media presence

Staff are encouraged to establish official social media presences to support the activities of the Library. An official social media presence must:

a. be developed in accordance with the State Library's 'Social Media Guidelines',
b. be part of a documented communications strategy which specifies the business objective and identifies resources and responsibility for promotion, management, moderation, evaluation and decommissioning of the channel and/or account and be approved by the Executive group or the Manager, Media & Communications and the Executive Director, Public Libraries and Engagement, and
c. have publicly available 'Terms and Conditions of Use' such as information on privacy, content moderation, monitoring, complaints handling, and recordkeeping which are assessed by key Library staff in determining procedures and risk management strategies.

2.4 Official use of social media

Official use applies to any approved users participating in one of the Library's branded social media channels in an official capacity as the State Library of NSW.

To participate in an official capacity staff must:

a. use an approved official State Library branded social media account or profile,
b. have prior approval from both their direct Manager and Manager, Media & Communications to act as an approved social media user,
c. undertake the relevant training,
d. only discuss information that falls within their area of expertise within the State Library of NSW,
e. not present personal views as official comments,
f. adhere to the Code of Ethics and Conduct,
g. exercise sound judgement and common sense, to avoid any conduct that could bring the user or the Library's reputation into disrepute,
h. not disclose confidential information obtained through work, and
i. seek advice from the Media & Communications Branch to address any issues or concerns.

2.5 Professional use of social media

Professional use is when an approved user participates in an official capacity to represent the State Library of NSW within their area of expertise on a social media channel that is not State Library branded

To participate in a professional capacity staff must:

    a. be approved as a State Library expert and spokesperson,
    b. are required to identify themselves as employees of The State Library of NSW
    c. be nominated by the Manager, Media & Communications and their Manager and/or Executive Director/Director, and
    d. adhere to the conditions outlined in Section 2.4.

2.6 Private use of social media

Private use is when staff are engaging in social media as a private citizen on any social media channel that is not State Library branded. Private users are required to identify themselves as an employee of the State Library when making comments on any matters relating to the State Library that are already in the public domain so that readers will know of their employment by the Library.

Private users may not post or comment on information about the State Library or its activities that is not already in the public domain, including 'behind the scenes' material (eg set up of installations or exhibitions, collection handling, moving collection items, and areas not accessible to the public).

All staff participating in social media in a private capacity are expected to:

    a. adhere to the Code of Ethics and Conduct,
    b. avoid any conduct that could bring the user or the Library's reputation into disrepute,
    c. clearly separate private opinions from the State Library's official position by inserting a disclaimer in their social media bio or profile with a statement: 'Views are my own',
    d. not allow the use of social media to undermine their effectiveness at work,
    e. not disclose confidential information obtained through work,
    f. understand and manage the risks, benefits and implications that may arise from making private contributions to discussions that relate to their work,
    g. seek advice from the Media & Communications Branch to address any issues or concerns.

2.7 Breach of Policy

Staff whose activities in social media or other online communication are deemed not to be in the best interests of the Library may be subject to disciplinary action.

The State Library will remove, or request the user to remove, any material where there is a breach of this Policy or a relevant law, for example: Library staff infringes copyright.

Minor breaches will be handled by the Media and Communications team at their discretion. More serious breaches will be escalated and handled by the Manager, Human Resources in accordance with the Code of Ethics and Conduct.

3. Emergencies

In the event of an incident or emergency situation, staff are not permitted to communicate via social media about the Library. The Media and Communications team are the only staff permitted to issue communications.

4.   Legislative and Policy Framework

Most relevant legislation
- Anti-Discrimination Act 1997 (NSW)
- Copyright Act 1968 (Cth)
- Defamation Act 2005 (NSW)
- Government Information (Public Access) Act 2009 (NSW)
- Government Sector Employment Act 2013 (NSW)
- Privacy and Personal Information Protection Act 1998 (NSW)
- Spam Act 2003 (Cth)
- State Records Act 1998 (NSW)

Related and/or most relevant State Library and government policies
- Code of Ethics and Conduct
- NSW Government Social Media Policy and Guidelines
- Information and Communications Technology Services Policy
- Information Security Policy
- Media Protocol
- Privacy Management Plan
- Records Management Policy
- Web Privacy Statement
- Publishing items Policy
- Government Advertising Act 2011 (NSW)
- Privacy and the Library: Privacy obligations

5.   Responsibilities

Executive Director, Public Libraries and Engagement
- ownership of the Policy
- assessing and acting on serious breaches of the Policy requiring
- tabling serious breaches of this Policy to the Executive Committee
- lead the implementation of this Policy including its conformity to legislative and other compliance requirements.

Executive Committee
- nominate authorised social media users
- ensure appropriate approval processes are undertaken by staff using social media
- authorise staff to represent the branch/division/Library in approved social media channels
- ensure approved staff are adequately supported in order to undertake social media activities within their role.

Manager, Media and Communications
- ensure social media channels are maintained with regular content, and regularly monitored
- contribute to and maintain appropriate guidelines for social media usage
- maintain an up-to-date register of social media channels and approved SLNSW social media users
- maintain internal processes to ensure quality, technical accuracy and currency of content posted to social media sites
- work with Executive and managers to ensure approval processes are followed when using social media

- authorise staff to represent the State Library of NSW/division/branch in approved social media channels
- manage minor breaches of the Policy and refer serious breaches to Manager, Human Resources
- monitor and track discussions and respond to emerging issues as appropriate
- refer significant or controversial issue to the Executive Director, Public Libraries and Engagement promptly for assessment and possible further action.

Manager, Human Resources
- manage serious breaches of the Policy in accordance with the Code of Ethics and Conduct.

Digital Experience Division, Client Services & Support
- provide and administer platforms to meet approved social media activities, where those platforms are hosted by the State Library
- provide operational assistance to support the use of social media as required, e.g. establishing generic email addresses

Authorised Social Media User
- undertake social media induction or training as available/ required
- monitor and track discussions and alert supervisor/delegated office or nominated media contact to emerging issues
- maintain official records defined under the social media procedures, including handing the account to another authorised staff member and/ or decommissioning the presence
- understand and comply with this Policy.

6.   Reporting requirements

A social media channel register has been established by the NSW Government to record and monitor the existence of all government social media presences, including those of the Library. All of the Library's social media channels are approved and recorded on this register.

7.   Procedures
The State Library's social media guidelines and procedures are available on the intranet.

8.   Approval

9.   History
This Policy replaces Social Media Policy 2012.

10.   Implementation

11.   Prepared by:

Manager, Media and Communications
Communications Officer
Project Officer

12.   Document History and Version Control

Version	Date approved	Approved by	Brief description

1.0	5/11/2012	NSW State Librarian & Executive	The Social Media Policy provides standards for the use of social media
2.0			Scheduled for review