

# Social Media Policy

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Policy owner/sponsor: Executive Director, Public Libraries and Engagement

Branch contact: Manager, Media & Communications Branch

Approved by: Executive

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## Policy Statement

Social media is an integral part of the State Library's ongoing engagement with its readers, researchers and the general public.

State Library staff and volunteers are encouraged to use social media to promote the Library and its activities. State Library people leaders are encouraged to develop their team's capacity to engage with social media.

This Policy sets out standards for State Library staff, volunteers and people engaged by the Library (in a paid or unpaid capacity), and is complemented by the State Library's Social Media Toolkit.

This Policy is in place to both promote, reinforce and protect the State Library of NSW brand and reputation, as well as to guide and encourage those using social media. It supports the State Library's strategic priorities.

This Policy replaces Social Media Policy 2015.

## Target Audience

This Policy applies to all State Library staff, volunteers and people engaged by the Library in a paid or unpaid capacity (eg. fellows, consultants, contractors, interns, work experience students, digital drop-ins) who use social media.

## Operational Requirements

### 1. Principles of conduct

Those using social media must comply with all applicable Library and government policies [Related Key Legislation and Policy].

In some circumstances, there may appear to be a contradiction between policies and the use of social media in an open, collaborative, responsible, reliable and appropriate manner. Consult with your people leader, HR or the Media & Communications Branch for clarification.

### 2. Personal use of social media

Personal use is when Library staff, volunteers and people engaged by the Library are participating in social media as a private citizen on their own personal accounts.

The policy recognises that everybody has a right to participate actively in social media. The policy also recognises that no social media participation is private. While content might be published only to 'followers' or 'friends', it is no longer considered private and may be accessible to the public.

All staff participating in social media in a personal capacity must:

1. adhere to the Library's Code of Ethics and Conduct
2. always engage in a fair and respectful way, especially in relation to colleagues, readers and the State Library itself
3. avoid any conduct that could bring the user or the Library's reputation into disrepute,
4. clearly separate private opinions from the Library's official position, eg. Inserting a disclaimer stating 'Views are my own',
5. not allow the use of social media to undermine their effectiveness at work,
6. not disclose private or confidential information obtained through work,
7. understand and manage the risks, benefits and implications that may arise from making private contributions to discussions that relate to their work,
8. seek advice from the Media & Communications Branch to address any issues or concerns.

Refer to the State Library's 'Social Media Toolkit' (Traffic Light System) for guidance.

#### **2.1.1. Identifying yourself as a Library staff member**

To maintain community trust it is important to be transparent about your employment by/ relationship with the Library. If you are publishing information on your personal social media accounts about Library matters and activities, you must identify your relationship with the Library. You can do this in two ways:

1. Using a permanent public identifier  
Publish your employment/relationship with the Library as part of your social media profile.
2. Identifying your relationship in individual posts  
Publish your employment/relationship with the Library as part of the social media content you post.

Refer to Library's 'Social Media Toolkit' (Identifying Yourself) for guidance

#### **2.2. Official use of social media**

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

To participate in an official capacity staff must:

- a. use an approved official Library branded social media account or profile,
- b. have prior approval from both their people leader 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 Library, not present personal views as official comments,
- e. adhere to the Code of Ethics and Conduct,
- f. exercise sound judgement and common sense, to avoid any conduct that could bring the user or the Library's reputation into disrepute,
- g. not disclose confidential information obtained through work, and
- h. seek advice from the Media & Communications Branch to address any issues or concerns
- i. regularly engage in using the social media channels, for which they have been approved.

#### **2.3. Establishing and retiring an official social media presence**

Library staff interested in creating a new official channel or retiring an existing channel will need to contact the Manager, Media & Communications.

Refer to Library's 'Social Media Toolkit' (Channel Checklist & Setting Up a New Channel, Retiring an Existing Channel) for guidance.

## 2.4. Training

All Library staff, volunteers and people engaged by the Library are required to have knowledge and understanding of, and comply with this Policy.

All staff engaged in social media in an official capacity are required to have a working understanding of the Policy and proficiency in Library social media practices.

Proficiency can be demonstrated either through previous experience using social media and/or completion of relevant training.

## 2.5. Breach of Policy

Casual comments made on social media can quickly and easily become part of public discourse. The Library acknowledges that staff, volunteers and people engaged by the Library may accidentally breach the policy, and will be offered guidance in the first instance by the Manager, Media & Communications Branch.

The Library will remove, or request the user to remove, any material where this is a breach of this Policy or a relevant law, such as copyright infringement.

Staff whose activities breach the Policy after two cautions, or in more serious situations, may be subject to formal action. More serious breaches will be 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 at the Library, all usual social media activity must cease. Only the Media & Communications staff or an Executive member are permitted to approve official use of social media channels at this time. For security reasons staff should take exceptional care if posting from their personal social media accounts during an incident or emergency, and consider the Code of Ethics & Conduct before doing so.

## 4. Record keeping and reporting

As the State Library has a social media presence, all content and communication (including reactions to posts, comments, tweets, etc.) published or transmitted via these platforms are State records. Some of this information is ephemeral and can be discarded in line with normal administrative practice. Information that should be registered in the Library's Record Keeping System includes:

- records of requests for advice and the provision of advice via social media,
- posts communicating decisions or committing the State Library to an action,
- posts which seek feedback regarding agency-wide issues of governance, policy or procedure, or
- posts that should be kept as evidence that a communication occurred.

Refer to State Library records management policies and procedures, and the Library's 'Social Media Toolkit' (Record Keeping) for guidance on whether a record should be registered in the official record keeping system.

All Library social media channels must be recorded in the NSW Government register. Any changes to social media channels (eg. channels established or retired) must be reported to the Media & Communications Branch.

## Responsibilities

All Library staff, volunteers and people engaged by the Library

- understand and comply with the Policy and keep up-to-date with the Social Media Toolkit
- undertake relevant training, as required
- track discussions on social media that fall within the staff member's remit
- maintain official records on social media activities that fall within the staff member's remit
- alert people leaders and/or Media & Communications Branch if they become aware of an arising issue on social media relating to the State Library
- seek advice from the Media & Communications branch regarding social media activity when appropriate

People Leaders

- nominate staff to relevant Executive Committee member to represent the Library on official social media channels
- ensure approved staff are adequately supported in order to undertake social media activities within their role, and provide development opportunities aligned to strategic priorities
- Identify opportunities where social media can add value to your division and the Library
- work with HR and Media & Communications Branch to ensure relevant staff participate in appropriate social media training

Director, Digital Experience Division

- ensure programs/technology that assist in social media account management, reporting, record keeping and data security are identified, provided and managed
- provide ongoing support for social media integration with the Library's digital channels
- ensure the provision of any operational or technical assistance to support the use of social media as required e.g. establishing generic email addresses

Manager, Human Resources

- manage breaches of the Policy in accordance with the Code of Ethics and Conduct
- ensure State Library staff, volunteers and people engaged by the Library have knowledge and understanding of the Policy
- implement and maintain currency of training programs to ensure Library staff have the appropriate knowledge and experience to effectively engage in social media
- work with People Leaders and Media & Communications Branch to ensure relevant staff participate in appropriate social media training

Manager, Media & Communications Branch

- provide advice and support to staff who use social media in either a personal or official capacity
- ensure social media channels are maintained with regular content and monitored regularly
- ensure Social Media Toolkit is kept up to date
- manage minor breaches of the Policy and refer repeated or serious breaches to Manager, Human Resources
- respond to issues and complaints, and refer controversial issues to Executive Director, Public Libraries & Engagement promptly for assessment and possible action
- maintain an up-to-date register of social media channels and social media users for official channels.

Executive Committee

- approve staff to represent the Library on official social media channels

Executive Director, Public Libraries and Engagement

- ownership of the Policy
- ensure social media activity supports the Library's strategic priorities
- raise controversial issues promptly with NSW State Librarian for direction as appropriate
- lead the implementation of this Policy including its conformity to legislative and other compliance requirements.

### **Related Key Legislation and Policy**

The State Library's Social Media Policy is consistent with the NSW Government's commitment to M2012-10 Open Government. The Policy 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. The policy operates with the Library's Code of Ethics and Conduct and relevant existing laws and government policies [see 5. 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 and protocols:

- Code of Ethics and Conduct
- NSW Government Social Media Policy and Guidelines
- Behaving Ethically: A guide for NSW government sector employees
- 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
- ATSLIRN Protocols for Libraries, Archives and Information Services

### **References**

The State Library's 'Social Media Toolkit' and other relevant procedures are available on the intranet.

**Prepared by:**

Manager, Media & Communications

## 5. Document History and Version Control

| Version | Date approved   | Approved by            | Brief description  |
|---------|-----------------|------------------------|--|
| 1.0     | 5 November 2012 | State Librarian and CE | Provides standards for State Library staff who communicate with clients and stakeholders via social media. |
| 2.0     | 15 October 2015 | Executive              | Scheduled review   |
| 3.0     | 27 March 2018   | Executive              | Scheduled review   |