

CLEVELAND PUBLIC LIBRARY

Human Resources Committee

December 13, 2022

RESOLUTION TO REVISE THE HUMAN RESOURCES MANUAL

WHEREAS, Pursuant to Section 122.1 of the Human Resources Manual, the Board of Library Trustees must approve all changes to the Human Resources Manual; and

WHEREAS, The Library's Human Resources Department is in the process of conducting a comprehensive review and revision to the Human Resources Manual to reflect the prevailing practices in today's workplaces; and

WHEREAS, The Library's Human Resources Department recommends that the Human Resources Manual be revised to include a new Section 290, titled "Social Media Policy," in the form attached to this Resolution; now therefore be it

RESOLVED, That the Board of Library Trustees hereby approves the proposed revision to the Human Resources Manual as attached to this Resolution to add a new Section 290, effective as of December 16, 2022 and instructs the Library's management to be responsible for implementation and execution of the provisions of this policy and its related procedures.

PURPOSE

Social media tools are a powerful form of communication that can have a significant impact on organizational, professional, and individual reputations.

As a foundational principle, the Cleveland Public Library (CPL) strongly supports the First Amendment rights of its employees and upholds the robust and free exchange of speech, beliefs, and ideas by its staff members. However, employees of CPL must exercise care when participating in social media, as the lines between personal and professional content, and between public and private content, are often blurred. Staff members must follow the same behavioral standards online as they would while engaging in personal and professional interactions. Staff members are accountable for anything they post to social media sites about CPL and CPL employees and patrons. Remember that the Internet is not anonymous, nor does it forget.

SCOPE

This policy applies to all staff, Board members, and volunteers of CPL.

“Social Media” includes all forms of public, web-based communication, whether existing at the time of this policy’s adoption or created at a future date, including, but not limited to the following:

- Social networking sites (e.g., Facebook, Instagram, Pinterest, Nextdoor, LinkedIn),
- Video and photo-sharing websites (e.g., Flickr, YouTube, Tumblr, TikTok, Snapchat),
- Micro-blogging sites (e.g., Twitter),
- Gaming programs and sites,
- Blogs (e.g., corporate blogs, personal blogs, media-hosted blogs),
- Forums and discussion boards (e.g., Yahoo! groups, Google groups, podcasts, product review sites),
- Collaborative publishing (e.g., Wikipedia).

If a staff member is unsure about whether a platform or tool he or she is using constitutes Social Media and is therefore covered by this policy, he or she should contact a member of the Marketing Department.

“Posting” shall mean any writing, image, video, download, audio file, and hyperlinks to other websites, or media which is downloaded, referenced, inserted, or placed upon any Social Media site. A “Posting” may also include communications through emojis or reactions, such as a “like” or “dislike,” or a “retweet” or “share” of a Posting.

The following is a policy for staff members' participation in social media and online communications. Any violation of the policy is a serious matter for staff and may be cause for disciplinary action, up to and including termination of employment.

POLICY

1. Refrain from the use of CPL systems and devices for social media activity unless you are a staff member whose use of official CPL social media accounts constitutes part of your job duties. Generally, personal use of CPL's systems and devices should be incidental only and must not interfere with CPL operations. Employees should have no expectation of privacy when using CPL equipment or systems for any purpose, including the use of social media. All systems information and electronic communication transmitted, received, or stored on CPL devices is the property of CPL and subject to review by CPL. An employee should not use his or her CPL email address to register on any social media website for personal use.
2. Make clear that the views you express are your own. While engaging in social media activity, employees should not hold themselves out as representing CPL's views nor those of any person or organization affiliated or doing business with CPL. Employees should never suggest that they are speaking on behalf of CPL nor give the impression they are representing CPL in capacities outside of their job duties. You may wish to consider adding a disclaimer to your social media accounts that all opinions are your own and do not necessarily represent the views of CPL.
3. Ensure that your communications or postings do not violate any applicable laws or CPL's policies and procedures.
4. Ensure that your communications or postings do not impact your or other employees' abilities to perform their job duties or CPL's ability to maintain an efficient and effective workplace or provide its services to the public.
5. Refrain from posts or displays about coworkers, supervisors, Board members, or CPL patrons that are libelous, defamatory, threatening, bullying, discriminatory, harassing, pornographic, indecent, or otherwise offensive and that could compromise CPL's mission, vision, or goals such as fostering a respectful workplace dedicated to serving the community.
6. Use of social media tools to copy, publish, or transmit any CPL material protected by copyright or trademark laws, including copyrights, logos, marks, or brands of CPL is prohibited. Do not use any CPL trademarks or logos without its express permission (contact the Marketing Department). If CPL staff choose to highlight or share content from the CPL collection on their personal accounts, they should properly source and attribute the content and should tag CPL in their post.

7. Maintain confidentiality. Do not post, share, or disclose any confidential information of CPL, its patrons, Board, staff members, or volunteers. Do not post any nonpublic images of CPL premises and property, including floor plans, workspaces, and building structures. All CPL policies that apply to staff activities and protection of confidential information apply to social media activity. The transmission of patron-sensitive material (e.g., R.C. 149.432), employee personnel records, personal health information protected by HIPAA, or any other confidential or proprietary information without the permission of CPL is strictly prohibited, and violations of this policy may lead to disciplinary action, up to and including termination of employment.
8. Staff members may not post on social media sites photographs or videos of CPL patrons, vendors, or suppliers without permission from those individuals and a supervisor. Staff members may not post or share images or videos of minor patrons or visitors without written permission from a minor's parent or legal guardian. Staff members may not post photographs of persons engaged in CPL business or at CPL events nor of CPL facilities without the express permission of CPL (contact the Marketing Department).
9. Do not use CPL's brand or namesake to endorse or promote any product, opinion, cause, or political candidate. It should be abundantly clear to all readers that any opinions are yours alone and not the views of CPL. To that end, you should not use your CPL email address for any postings and should refrain from wearing CPL uniforms or logos when posting personal photos that may accompany such expressions or endorsements.
10. Following the end of a staff member's employment with CPL, staff members are encouraged to take prompt, affirmative steps to ensure that no social media website or account identifies or represents him or her to be a current employee of CPL.
11. Failing to comply with this policy may lead to disciplinary action, up to and including termination of employment. CPL reserves the right to report suspected unlawful conduct to appropriate law enforcement authorities.

GUIDELINES

The following are guidelines or best practices to keep in mind when using social media. Staff members are expected to use good judgment and to ask questions if they need clarification on any of these guidelines. Contact your administrator or Human Resources with questions.

A. Take Responsibility and Be Transparent

1. You are responsible for anything you write or do online. You assume responsibility and liability for all actions arising from your online posts.
2. Be respectful to CPL, its patrons, Board members, and employees.
3. Use good judgment when you post and think about the consequences of what you are posting. Assume your writings will be viewed by your work colleagues and that this information may spread.
4. Be accurate and truthful.

B. Respect Your Audience and Your Colleagues

1. Ensure that your communications or postings do not violate any federal, state, or local laws.
2. Do not gossip about coworkers, patrons, Board members, business partners, or vendors.
3. Do not create anonymous or pseudonym online profiles to promote or libel CPL, its residents, vendors, or its employees.
4. Managers and supervisors should avoid social media relationships with non-managerial employees, except in cases where the relationship is limited to business-related networking or there is a legitimate business purpose. (For example, Facebook or Instagram connections may be unwise, but LinkedIn and 4Square connections may be appropriate.)

C. Respect the Property of Others

1. Be respectful of copyrights, trademarks, and other intellectual property rights of CPL and others.
2. Always give others credit for their work and get their permission before posting their work.

D. Protect Your Own Privacy and the Privacy of Others

1. Get permission from your supervisor or the Marketing Department before posting pictures or videos of other staff members or patrons, and use discretion in deciding on what topics to post.

E. Encourage and Respect CPL's Mission and Interests

1. Employees are encouraged to follow CPL's official social media accounts.
2. Staff members are encouraged to share CPL news, events, and stories with their personal networks, while also respecting the social media policy.
3. For those staff members who are authorized to contribute to CPL's official social media activity, be nice, have fun, and connect.
4. Never write or post anything to a social media site or on the internet that interferes with your work. Employees' use of CPL systems and devices should be in support of business purposes.
5. If someone from the media or press contacts you about your personal social media use that relates to CPL, you should clearly explain that you do not speak on behalf of CPL and that your personal comments have not been authorized, reviewed, or approved by CPL. If the individual or organization contacting you is seeking the official position of CPL, please obtain the name of the person or organization requesting information and immediately contact the Marketing Department.
6. If you find negative posts by a third party about CPL or its staff members, patrons, or programming that you feel may need a response from CPL, please contact the Human Resources or Marketing Departments.
7. Managers and supervisors should not provide references for current or former employees via social networking sites or the internet. Questions about providing references should be directed to Human Resources.

DISCLAIMER

The Library is not responsible or liable for the content of postings by third parties on any Library sponsored social media site, and postings do not reflect the opinions or positions of the Cleveland Public Library, its employees, or its Board of Trustees. Postings on official CPL-owned social media sites, regardless of whether such posting is made by a CPL employee or a member of the public, shall be regulated by CPL's publicly available Policy on the Use of CPL's Social Media Sites.

If a staff member participates in social media activities as part of his or her job duties at CPL on a CPL-owned account created for that purpose, that account is considered the property of CPL and remains so, even if he or she leaves employment with CPL. To that end, CPL staff members shall not try to change a CPL-owned social media account's username or password, nor assert ownership over the account, its contacts, or

connections. Any materials created for or posted on a CPL-owned account will remain the property of CPL.

Personal, publicly available social media sites or posts may be inspected by CPL to determine potential policy violations. CPL may investigate a matter, determine whether a particular communication violates policy, and take appropriate action, up to and including termination of employment. Social media sites may also be consulted by Human Resources as part of a review of potential candidates in hiring decisions.

The Library recognizes that public employees do not surrender all their First Amendment rights by reason of their employment and that the First Amendment protects a public employee's right, in certain circumstances, to speak as a citizen addressing matters of public concern. However, when a public employee makes statements pursuant to their official duties, the employee is not speaking as a citizen for First Amendment purposes, and the Constitution does not insulate his or her communications from potential discipline by the Library. Employees must be aware that information they display or comments they make on Library or personal social media sites could be viewed by other users as representing official Library sponsored information or comments.

This CPL policy shall not be construed to conflict with an employee's rights under the United States or Ohio Constitutions, or federal, state, and local law or regulation. No part of this policy is intended or will be applied in a manner to limit employee complaints or communications which are protected by applicable law, including employee rights under Ohio Revised Code Ch. 4117.

Per Board Action December 15, 2022