

RIVERINA REGIONAL LIBRARY SOCIAL MEDIA POLICY

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1	November 2010	February 2011	November 2010
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3	January 2018	June 2018	March 2018
This document is to be reviewed annually.			
RESPONSIBLE DIRECTOR		Robert Knight, Director RRL	

1. INTRODUCTION

Social media incorporates a variety of online technology tools that enable people to share information and resources and communicate effectively regardless of distance or time. Social media, which is reliant on the internet to facilitate the communication transfer, can include text, audio, video, images and other multimedia communications.

1.1 Policy Objectives

This policy regulates the publication of comments/content from staff using social media tools including blogs, wikis and social networking sites such as Facebook, Twitter, Instagram, Flickr, Pinterest, Goodreads and YouTube. The purpose of the RRL Social Media Policy is to clearly define staff responsibilities in relation to the use of social media within the scope of RRL business and to propose best-practice standards in the use of social media tools for promotion and discussion of library matters (*Stephens 2010*).

This policy is in addition to, and complements any existing or future policies regarding the use of technology, computers, email and the internet.

1.2 Scope of Policy

This policy applies to all RRL administration centre and branch library staff.

1.3 Definitions

- Riverina Regional Library branch libraries include:
Adelong, Batlow, Bland, Coolamon, Cootamundra, Corowa, Culcairn, Gundagai, Henty, Holbrook, Howlong, Jindera, Junee, Mulwala, Talbingo, Temora, Tumbarumba, Tumut, Wagga Wagga and RRL Mobile Library.
- Member councils are councils that are signatories to the RRL Deed of Agreement.
- Social media refers to the tools used to publish to the web and include text, audio, video, images, and other multimedia communications. Examples of social media include: blogs, wikis and social networking sites eg, Facebook, Twitter, YouTube, Flickr etc.

1.4 Legislative Context

RRL operates under the [Library Act 1939](#) and the [Library Regulation 2018](#).

Further related legislation includes:

- [Copyright Act 1968](#)
- [Spam Act, 2003](#)
- [Privacy and Personal Information Protection Act, 1998](#)
- [State Records Act, 1998](#)
- [Local Government Act, 1993](#)

1.5 Related Documents

RRL Customer Service Charter & Customer Code of Conduct

Participating member Councils Code of Conduct and workplace ethical statements

RRL Integrated Planning Strategy

RRL Internet Usage Policy

1.6 Responsibilities

RRL staff and branch library staff are responsible for abiding by the intent of this policy. The RRL Social Media Policy is available to the public via the [RRL website](#).

1.7 Reporting Requirements

This policy will be reviewed annually in line with item RRL2.2.4 – Shape the Future of the RRL Integrated Planning Strategy 2018-2022 with a full policy review undertaken every four years in line with Local Government procedures. Progress of policies will be reported biannually.

1.8 Approval Arrangements

Approval arrangements will be undertaken through the RRL Advisory Committee approval process.

1.9 Review procedures

This policy will be reviewed annually in line with item RRL2.2.4 – Shape the Future of the RRL Integrated Planning Strategy 2018-2022.

2. POLICY CONTENT

2.1 General Principles of the Riverina Regional Library Social Media Policy

2.1.1 Acceptable use guidelines

RRL staff who contribute to social media including blogs, wikis and social networking sites must not post items related to RRL and its branch libraries that:

- use obscene, pornographic or sexually explicit text or images
- harass, insult or attack others or portray any person in a demeaning manner;
- are defamatory, fraudulent or unlawful
- discriminate against, harass or vilify members of the public or colleagues
- or otherwise violate any law.

(Adapted from the State Library NSW, 2008 – ‘Guidelines for use of public facing blogs’)

RRL staff utilising social media tools are:

- not permitted to publish any confidential information related to RRL business
- not permitted to discuss controversial library matters in unsecured environments
- encouraged to use security settings on social media platforms
- encouraged to be honest in their postings when related to library business
- encouraged to consider any negative impact/consequences of postings/blogging etc on the organisation, other members of staff, member Councils, customers and members of the public
- encouraged to commit to regular/scheduled use of chosen social media tools, so as to consistently engage with their communities online.

2.1.2 Disclaimers

If possible, staff are encouraged to use a disclaimer stating that whilst you work for RRL or RRL X Branch Library, the published content is your personal opinion and not necessarily the opinion of the organisation.

2.2 Copyright

Staff are reminded to strictly follow copyright legislation and to keep in mind that individuals are responsible for the material that they post.

2.3 Service Statement

RRL and its associated branch libraries are dedicated to providing relevant, current and accessible information, resources and collections for our constituents as well as providing safe, inclusive and welcoming public and online spaces. Where possible, RRL customers can expect:

- Prompt, courteous and accurate service
- Clear and accurate information about library policies
- Libraries to be open in accordance with advertised opening hours
- Staff with professional expertise and knowledge
- Access to a wide range of library and information services
- Free and equal access to resources and services to all individuals and groups within the community, in accordance with the *NSW Library Act 1939*
- Access to online library services and internet facilities
- Confidentiality in accordance with the *Privacy Act 1998*.

Amendments

Amendments to this policy in relation to operational matters may be made with the approval of the Director RRL.

3. References

New South Wales Government Legislation, [Library Act 1939](#)

New South Wales Government Legislation, [Library Regulation 2018](#)

New South Wales Government Legislation, [Children and Young Persons \(Care and Protection\) Act 1998](#)

State Library of NSW, [Legislation and Policies](#)

Stephens M 2010, 'Anytown Public Library's Social Media Policy', *Tame the Web*