



Grand Rapids Community College Library Social Media Policy

Purpose

This policy governs the publication of and commentary on social media by employees of Grand Rapids Community College Library & Learning Commons ("LLC," "GRCC Library", "the Library"). For the purposes of this policy, the LLC defines Social Media as any web application, site, or account created and maintained by GRCC Library which facilitates an environment for library staff and library users to share opinions and information about library-related subjects or issues.

This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail, and the Internet by the Library or by Grand Rapids Community College ("GRCC"). This policy does not supersede or replace the College's Acceptable Use Policy , <http://grcc.edu/aua>.

Policy

GRCC Library regards online social media in the same way as its other information resources in accordance with its mission of "acquir[ing] resources integral to college learning [and] building connections between learners and the information literacy skills they needs."

In addition to the general rules respecting use of the library, GRCC Library prohibits the use of its social media for any purpose which would contravene any legislation or government regulation, or which might create civil liability to any person by the user or the College.

Use of LLC social media is conditional on the user's agreement to observe this policy. By continuing to use these applications, the user indicates agreement to all requirements of this policy.

Conduct

GRCC Library employees are free to publish or comment as their individual professional personas, via social media, in accordance with this policy. GRCC Library employees are subject to this policy to the extent they identify themselves as a GRCC Library employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to GRCC Library) either in their profile, username, avatar, website, blog, or any other medium in which their content and work is related to their profession.

In addition, comments, posts, and messages by employees of GRCC and GRCC Library are welcome on GRCC Library social media sites, provided they do not contain:

- Information which is confidential and proprietary to the College
- Material that is threatening, harassing, illegal, obscene, defamatory, slanderous, or hostile towards any individual or entity
- Promote or advertise a commercial product or solicit business or membership or financial or other support in any business, group, or organization for personal gain
- Plagiarized material
- Private, personal information published without consent (including student and staff information)
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion

Reviewed: December 2011 – ETWG

Next review: December 2012

A member of the Emerging Technologies Working Group (ETWG) will immediately remove a posting prohibited by the list above. Disciplinary action may result for the poster which may include, but is not limited to, the following: written discipline, termination of use, termination of employment, suspension, or expulsion from GRCC, and/or legal action taken by GRCC in accordance with campus wide policy.

By posting content, the user agrees to indemnify Grand Rapids Community College and the GRCC Library & Learning Commons and its employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of, or are related to, the posted content.

Social Media Accounts

If employees of GRCC Library would like to create content in the name of GRCC Library, they must abide by the following:

- Employees may not create social media identities, logon IDs, or usernames using GRCC Library's name in any variation without prior approval from the Systems & Web Librarian and/or ETWG
- Any social media profiles that are created, whether as professional persona or as the Library, must be consistent with your professional profiles on GRCC or GRCC Library's websites and/ or any other GRCC or GRCC Library internal or external publication.
 - Obtain help for creating a profile may be obtained from the Systems & Web Librarian and/or ETWG
- Employees must notify the Systems & Web Librarian and/or ETWG before beginning any projects in which social media is either required or requested.
- Content created on GRCC Library social media sites by its employees must meet the following:
 - Employees may not post anonymously, use pseudonyms, or false screen names
 - Content (including but not limited to images, videos, and audio) sourced from another resource is not under the copyright protected or can be sourced under qualifies as Fair Use.

The Systems & Web Librarian and/or ETWG will regularly screen all social media sites affiliated with the LLC.

Publication and commentary on work- related social media sites and publications carries similar obligations to any other kind of publication or commentary.

GRCC Library recognizes and respects differences in opinion. All uses of social media must follow the same ethical standards that GRCC employees must otherwise observe .

If any user does not agree to these terms, they may not use the service, as violation of the terms can lead to legal liability.