

Social Media Policy

Date: March 2025

Review Date: March 2028

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Policy Title:	<i>Social Media Policy</i>
Policy Number:	<i>POL 017</i>
Version:	<i>6 (March 2025)</i>
Policy Sponsor:	<i>The Chief Executive</i>
Policy Owner:	<i>The Director of Library Services</i>
Committee and Date Recommended for approval:	<i>Services, 20 March 2025</i>
Date Approved by the Board:	<i>17 April 2025</i>
Equality Screening Status:	<i>Screened: 2011</i> <i>Reviewed: 14 March 2016</i> <i>Reviewed: 7 March 2019</i> <i>Reviewed: 17 April 2025</i>
Rural Needs Impact Assessment Status	<i>Assessed: 25 January 2019</i> <i>Reviewed: 17 April 2025</i>
Date Set for Review:	<i>March 2028</i>
Related Policies	<ul style="list-style-type: none"> • <i>Bullying and Harassment Policy</i> • <i>Code of Conduct for Staff</i> • <i>Community Information Policy</i> • <i>Customer Feedback Policy</i> • <i>Data Protection Policy</i> • <i>Disciplinary Procedure</i> • <i>Equal Opportunities Policy</i> • <i>Freedom of Information Policy</i> • <i>Grievance Procedure</i> • <i>Media Handling Policy</i> • <i>Staff Acceptable Use Policy</i>

Social Media Policy

1. Introduction

- 1.1 Social Media plays a major role in the lives of individuals, communities and organisations.
- 1.2 It is a term used to describe a range of online applications which allow users to create and share content. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.
- 1.3 Common social media platforms include, but are not limited to, online social networks such as X, Facebook and LinkedIn, messaging, blogs, podcasts, discussion forums and content sharing sites such as Instagram and YouTube. Libraries NI's social media sites are as follows:
 - Facebook page(s) for Libraries NI, Council Regional pages and agreed accounts
 - X page(s) for Libraries NI and agreed libraries
 - YouTube account for Libraries NI
 - Blogs promoted from the main Libraries NI website
 - Google Business Profile for libraries
 - TripAdvisor pages for libraries
 - Instagram for Libraries NI
 - LinkedIn for Libraries NI
 - LinkTree
 - Bing Places for Business for all libraries
 - Disqus on the Libraries NI website
 - Hootsuite for overall account management
 - internally Libraries NI also uses blogs and content sharing networks like Skype, Zoom, Microsoft Teams and Viva Engage.

2. Purpose

- 2.1 The purpose of this policy and the associated guidelines is to set out Libraries NI's overall approach to the use of corporate Social Media and establish parameters for staff in relation to their personal use of Social Media in order to protect Libraries NI and individual members of staff. The general principles of this policy are also applicable to Board Members. The Policy helps libraries in managing associated personal and organisational risks.

3. Policy

Corporate Social Media

- 3.1 Libraries NI seeks to use Social Media, in accordance with legislation as a platform for:
- communicating with staff, customers and stakeholders
 - promotion of facilities, stock and services as well as events
 - engaging with library users and non-users
 - complementing other Libraries NI communication channels such as the Libraries NI website
 - engaging with media
 - encouraging people to become active library members
 - improving access to collections
 - engaging with stakeholders including other organisations
 - delivering services
 - staff development.
- 3.2 Libraries NI's approach to the use of Social Media will be responsive to customer needs and in line with corporate aims and priorities.
- 3.3 Libraries NI will select its Social Media platforms carefully taking account of functionality, stability, support, resilience, longevity, capacity and ability to increase participation.
- 3.4 Libraries NI welcomes comments from customers however any which contain content deemed unsuitable or contrary to the guidelines for users of Libraries NI's social media sites will be removed.
- 3.5 Comments will be reviewed by designated Libraries NI staff and, when possible, anyone who has contravened the guidelines will be barred from making future postings.

Personal Social Media

- 3.6 In using personal Social Media, members of staff must ensure that their activity is in accordance with legislation and that it is consistent with their responsibilities as set out in the Code of Conduct for Staff, the Corporate Acceptable Use Policy and the Guidance for Staff's Personal Use of Social Media.

4. Authority

Policy Sponsor: The Chief Executive is the Policy Sponsor.

Policy Owner: The Director of Library Services is the Policy Owner.

Policy Contact: The Head of Strategic Marketing and Communications is the Policy Contact.

5. Related Documents

Policies

- Bullying and Harassment Policy
- Code of Conduct for Staff
- Community Information Policy
- Customer Feedback Policy
- Data Protection Policy
- Disciplinary Procedure
- Equal Opportunities Policy
- Freedom of Information Policy
- Grievance Procedure
- Media Handling Policy
- Staff Acceptable Use Policy