

**Everyday Ethics:  
The Ethics of Facebook**

KLA Conference 2010  
Thursday, April 8,  
9:00 - 10:00 AM  
A discussion facilitated by  
Brenda Hough

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**Are you a Facebook user?**

Yes or No

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**How often do you use  
Facebook?**

A. Never  
B. Rarely  
C. Now and then  
D. Daily  
E. Multiple times daily

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Do you use Facebook as a professional communication tool or as a personal communication tool?

- A. Personal only
- B. Professional only
- C. Both (personal and professional)

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How do you use Facebook professionally?

- A. Friend other librarians on your profile
- B. Friend library users on your profile
- C. Maintain a page or a group for the library
- D. Other?

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What is your organization's presence on Facebook?

- Maintain a page
- Maintain a group
- Other?

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**Ways libraries are using Facebook:**

- Librarians connecting to other librarians
- Librarians connecting to library users
- Library pages
- Library groups
- Targeted ads
- Other?

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**Ethical Question #1:**

Karen works at the library's circulation desk. She sometimes receives Facebook friend requests from library users. Is it ethical for her to accept them?

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**Ethical Question #2:**

Ben, a library employee, has noticed that his coworker Jan sometimes posts negative things about library policies, the director, and other coworkers on her Facebook page. What should he do?

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### Ethical Question #3:

Linda is the library director. She is Facebook friends with many library staff members. She has noticed that Lindsey, a library employee, frequently posts to her Facebook account while working. Is it ethical for Lindsey to use work time in that way? Is it ethical for Linda to monitor staff Facebook usage?

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Are there other Facebook ethical situations you have experienced?

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### Ethical Issues:

- Public versus private
- Appropriate uses of time
- Appropriate content
- Communication vs. control

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### Solutions?

- Two Facebook accounts
- Development of policies

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### Social Media Policies

- Clear guidelines for employees posting on behalf of the library
- Clear guidelines for employees regarding personal accounts
- Clear guidelines for library users regarding expectations and intentions

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Any other questions or comments about the ethics of Facebook usage by librarians?

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