

# **Wells Branch Community Library District**

## **Social Media Policy**

**Purpose:** This policy is intended to guide patron and staff use of the library's social media, including but not limited to Facebook, Meet-Up, Twitter, Instagram, Goodreads and Pinterest. It is intended to complement other relevant library policies, including Privacy and Computer Use policies, and guide the application of those policies to situations that are particular to social media sites.

**Goals:** The library's goals for its use of social media are to encourage patron interaction with the library, and offer the library an additional avenue for the promotion of its services and programs. These goals should guide the selection of social media content posted.

**Patron Use:** Patrons are welcome and encouraged to comment on and share the social media posts created by the library. All posts must conform to the terms of service of the platform, and cannot contain material that is deemed by library management to be inappropriate, including but not limited to:

- Spam
- Abusive or offensive material
- Hateful or racist remarks
- Personal information related to someone other than the poster
- Off-topic comments
- Political campaigning
- Commercial advertisements

Material that violates this policy will be removed at the sole discretion of library management. Patron posts should be regarded as the opinion of the individual poster only, and not necessarily that of the library or its staff. Patrons are discouraged from posting confidential information of any kind through social media.

**Staff Use:** Specifically designated employees of the Wells Branch Community Library are the only persons authorized to post content to the library's social media accounts or respond to patron comments. The Library Director may assign specific posting tasks to other personnel as needed. All posts should be relevant to the library, its patrons, or the surrounding community. This includes content such as:

- Announcements of upcoming programs in the library
- Promotion of specific library resources
- Library closure and service announcements, such as computers being down
- Announcements of public events within the Wells Branch Community

- Information on resources of interest to library patrons, such as tax or voting information
- Entertaining comments, trivia, or multimedia, provided it is of interest to library patrons and is related to books, reading, or other literary or community topics.

Staff may not make any posts to the library's social media pages that are outside of these areas. Impermissible content includes comments of a personal or commercial nature or political campaigning except in the case of advocacy for legislation that would benefit the library. Should library staff post or share content that is not created by the library or its staff, such content should always be properly credited to its original creator.

The public image of the library should always be considered when posting. In addition, staff should regard all content as part of the online permanent record once it is posted to a social media website. While various platforms maintain records of postings, the library cannot guarantee an accurate and searchable record and does not make efforts outside the platforms to do so.

Due to the fast-paced nature of social media, it is possible that staff will inadvertently post inaccurate information to a social media page. In this event, staff will post a correction to the original content in as timely a manner as possible.

**Perception:** Staff and trustees will endeavor to avoid any negative representation of the library or its stakeholders in a social media setting. Only the Library Director (or designee) or Board President (or designee) can respond publicly for the library in any format, including email distribution lists, conventional media, or social media platforms.

**Privacy:** In compliance with the library's Privacy Policy, confidential patron and staff information will not, under any circumstances, be posted to any social media page for the library or in any library stakeholder's personal social media. Photographs of library events or facilities may be posted by staff in order to promote library programs and services. While taking pictures for this purpose, reasonable attempts will be made to accommodate people not wishing to be photographed, however complete exclusion from photos is not guaranteed. Patrons should never be tagged or identified in a photo posted online unless explicitly granted permission by that patron. In the event that a person is included in a photo who does not wish for it to be posted online, the photo will be removed from the library's page in a timely manner once a library manager is notified of the patron's wishes.