

# **Social Media Policy**

## **Purpose**

The purpose of the Social Media Policy is to ensure effective promotion of library services, resources and events to the public and guarantee a high standard of customer service on social media. Social media provides a platform for Presque Isle District Library (PIDL) to disseminate information about and promote library news, events, projects and services. It also serves to expand PIDL's connection with the community and a wider audience and is tied to the mission of the library.

## **Definition of Social Media**

Social media is defined as forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content; any online application, site or account created and maintained by the PIDL.

## **Liability**

The library shall not be held liable for any damages resulting from a user's utilization of the library's social media accounts. All users of the library's social media accounts agree to release and hold the library harmless from any and all causes of action relating to a user's use of the library's social media accounts.

## **Non-Endorsements**

The library invites people to post or comment occasionally on various issues.

Comments expressed on any social media platform do not necessarily reflect the official position of the PIDL, its officers, or its employees. Social media users should exercise their own judgment about the quality and accuracy of any information presented through social media.

## **Usage Rules**

Public Community Engagement includes:

- Emergency information
- Event and observance information
- Customer service
- Public Service Announcements
- Employment
- Public Meetings
- News and information
- Community or neighborhood-specific information

The library posts information and will conduct occasional calls for survey responses or comments. The library reserves the right to close comments at a predetermined time and not in response to the commentary received. The library serves as a forum for the discussion of many issues related to its collections, programs, and spaces and engages with its community regarding matters related to library resources and services.

The library reserves the right to delete posts or comments if they include spam or advertisements, hateful or harassing speech, obscenity, personal disparagement or defamation, or any other comment that violates the library's code of conduct.

Unacceptable behavior that may result in the removal of a post or the temporary blocking of a user include speech that is not protected by the First Amendment, such as copyright violations, obscenity, child pornography, libelous comments, attacks on any ethnic, racial, economic or religious groups, endorsements, duplicate posts from individuals, or imminent or true threats against the library, library staff or other users.

No posts will be removed without also notifying the party in question of the breach of policy, and no content shall be removed upon the authority of a single staff member or administrator.

In response to serious or repeated violations of this policy, library staff is authorized to take appropriate measures against the guests, according to the provisions laid out in the Patrons Rights, Responsibilities and Conduct Policy. The applicable social media site may also take action against guests, according to the site's terms of usage.

A social media account serves as the digital face of the library and should maintain the same level of customer service provided in the physical library as applicable.

### **Consequences**

The social media content of a public library can be subject to an open records, or Freedom of Information Act, request. All user's posts that are removed for any reason whatsoever should be securely retained in accordance with PIDL's retention schedule.

### **Privacy**

The library may occasionally refer to public comments made on social media for customer service or testimonial purposes. However, it will not collect, sell or knowingly transfer to any third party any personally identifiable information related to social media engagement with the library. Please be advised that each platform has its own privacy policies, which can be found on their website and should be carefully reviewed by the public.

### **Staff Usage of Social Media**

Staff contributors will use a tone consistent with PIDL's communication and marketing strategy, whether posting original content or communicating directly with a user. Staff will be respectful, sincere, and energetic. Social media content should be written from the point of view of the "We," which represents the library as a whole and not as an individual staff member. As the online face of the library, staff members should remain professional at all times and refrain from expressing their personal views when posting on the library's behalf. Library staff should protect patron privacy and confidentiality whenever possible.

Staff may make use of third-party software (ex. HootSuite) to manage and coordinate multiple social media platforms.

**Modification of Terms**

The library retains the right to amend these terms at any time. Amended terms will be posted on the library's website when these changes occur.

**(Policy should be posted with others on the PIDL website)**

**Adopted: May 12<sup>th</sup>, 2021**