

## **Social Media**

### Purpose

Schuyler Public Library (SPL) uses social media in many forms. SPL staff maintains and edits the content of the library's social media sites to comply with library policies. SPL's social media is intended to create a welcoming online space where patrons will find useful and entertaining information and opportunities to interact with staff and other patrons.

### Definitions

Social media is defined as any web application, site, or account used by the library to facilitate the sharing of information and opinions about library-related subjects and issues. It includes any facility for online publication and commentary, such as blogs, wikis, and social networking sites.

### Policy

SPL will utilize social media tools to encourage community involvement and to create a dialog between the library and its patrons regarding library services, resources, events, programs, and community information. SPL does not endorse the advertisements promoted on any social media site. These advertisements are displayed by vendors and do not express SPL's views or position.

### Public Comments and Posts

Social media is not a public forum and is monitored by SPL staff. Comments, posts, and messages are allowed on the library's social media networking site as long as they conform to the library's social media policy. All interactions will be regularly monitored and reviewed for content and relevance. The library reserves the right to refrain from posting user submissions or comments or to remove or edit them at any time.

By commenting and posting on SPL-hosted social media sites, users agree to SPL's social media policy. All content posted to sites

maintained by the library is subject to SPL's Rules of Conduct. Individuals who violate the library's social media policy may be banned from SPL's social media sites and/or facilities and authorities may be contacted.

- Stay on topic. Comments and posts should be library related.
- Duplicate posts from the same individual will be deleted.
- Don't include personal information about yourself or others.
- The library is not responsible for user-generated content. A posted comment is the opinion of the user only. Publication of ma comment does not imply endorsement or agreement by SPL.
- Spam and commercial content will be removes. The library will remove posts and comments used for campaigning, political party, religious, or commercial purposes or for soliciting funds. Gratuitous links to sites are viewed as spam and will result in removal of the comment.
- Individuals should not post anything that they do not have the right to post. The library follows the notice-and-takedown procedure for complaints of copyright violation under the Digital Millennium Copyright Act. Photos of patrons should also have permission or consent to post form signed.
- Posts containing offensive, obscene, threatening, or abusive language or hate speech are strictly prohibited and will be deleted. Individuals are fully responsible for libelous or defamatory comments.
- No harassing, stalking, abusive, or unlawful behavior will be tolerated.
- Users may report concerns. Administrators will respond to those concerns as soon as possible.
- By submitting content to the SPL's social media sites, the participant is granting permission for SPL to use their name, photo, and any content contained within the post without compensation or liability on the part of SPL. This permission

ends when the owner of the post removes their post or submits a written request for SPL to delete the post.

- Be aware of copyrighted and trademarked materials. Do not place information, intellectual property, logos, trademarks, or photos protected by copyright and trademark laws without the permission of the owner.

### Responding to Public Posts

SPL has a designated team of social media administrators who are responsible for monitoring and responding to public comments, posts, and questions. Library staff representatives are to remain neutral in library-related posts and in response to questions. Staff can offer information resources that answer any questions and help people to make informed decisions. Any questions that cannot be answered by social media administrators are referred to the library director and investigated further with a more detailed response to follow an initial acknowledgment of inquiry.

### Staff Postings

Staff members posting on the library's social media sites should be aware that information they display or comments they make on library social media may be viewed by other users as representing official library-sponsored information and/or comments. Therefore, in utilizing library social media sites, staff must follow the guidelines set forth in the City of Schuyler Human Resources Policy Regarding ON and Off Duty Personal Social Media Use.

SPL's library director and their designees may directly publish or comment via social media using the SPL name and logo. Only with permission from the director may other staff publish or comment using the SPL name and logo.

SPL is represented through the official social media channels created by the library director to maintain a clear and consistent message. SPL staff is not authorized to create new social media channels on behalf of SPL. Requests for social media channels, campaigns, or initiatives should be coordinated with the director based on need and library goals and objectives.

## Implementation

SPL staff shall have the responsibility of enforcing this policy. Violation of SPL's Social Media Policy or Rules of Conduct by the public or staff will be reported to the library administration by the library director. Violation of this policy by staff may result in disciplinary action up to and including termination.