

## **Social Media Policy**

The Morton-James Public Library selects carefully chosen social media tools as an important enhancement to communication, collaboration and information exchange between The Morton-James Public Library staff, library users and the general public. The Morton-James Public Library recognizes that new tools will emerge which have useful application in the library setting; thus, this policy addresses social media in general.

- The Morton-James Public Library uses social media to increase awareness of and accessibility to its programs, resources and services.
- The Library's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited public forum for discussing Library programs, events and materials.
- The Library does not make its social media accounts available for general public debate, but rather reserves and limits the topics that may be discussed on its social media accounts/pages.

## **Library Sponsored Social Media**

- Only those employees responsible for the Library's social media sites should be actively participating on those sites during work hours.
- Employees who contribute to the Library's social media should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors and check grammar and spelling before posting.
- Employees must obtain appropriate permissions before referring to or posting images of current or former employees or patrons.
- Employees are not to publish, post, or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Library Director.
- Content that is posted on Library-sponsored social media sites is subject to the Freedom of Information Act and records retention requirements.

## **Posting on Social Media**

- The purpose of the Library's social media sites is to inform Library users about educational opportunities, library programs, events (including those co-sponsored with other organizations) and materials, and to encourage dialogue and the exchange of information and knowledge between users and Library staff about these programs, events and materials.
- The Library permits patrons to comment on Library posts and patrons are invited to share opinions about Library-related subjects, resources and programs.
- While the Library encourages dialogue, it respectfully requests that commenters be mindful that its social media sites are open to the public and that commenters be courteous and civil toward one another.
- Patrons should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary or libelous by any offended party, not just the Library.

- Postings do not indicate Library endorsement of the ideas, issues, or opinions expressed in posts on its social media sites.
- The Library reserves the right to restrict or remove any content.
- Content and comments on the Library's social media accounts containing any of the following forms of content and postings shall not be allowed:
  - ❖ Obscenity
  - ❖ Imagery or promotion of any illegal substances or activities
  - ❖ Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry or any other protected category
  - ❖ Slanderous, libelous, threatening or defamatory statements
  - ❖ Infringement of copyrighted or trademarked material
  - ❖ Spam
  - ❖ Content not related to Library business, programs, events, resources and materials
  - ❖ Advertising or sale of merchandise or services not benefiting the Library
  - ❖ Charitable solicitations or political campaigning
- The Library, its employees, agents and officials assume no responsibility for any damages, direct or indirect, arising from participation in Library-sponsored social media. Violations of this policy by employees may result in discipline, up to and including termination of employment.

Adopted May 9, 2018