

Social Media Policy

Wabasso Public Library

Purpose

The use of social media tools are meant to augment communication, collaboration, and information exchange between the Wabasso Public Library and the public. The primary purpose of this policy is to establish rules, guidelines, and best practices for a professional and inviting social media presence.

Social Media refers to user-created content sites such as blogs, forums, and social networks. These include, but are not limited to, Facebook, Pinterest, Twitter, LinkedIn, Instagram, Youtube, etc.

General

The Library Director will be the managing authority. All social media accounts are created only with permission from the Library Director. Similarly, changing the name, passwords, and settings of the social media accounts must be approved by the Library Director.

All content is subject to being edited or deleted by the Library Director. The Director may also remove any tags or link to other accounts at their discretion.

Each Wabasso Public Library social media page should clearly indicate it is maintained by the Wabasso Public Library.

All social media sites and content shall be monitored and updated as time allows by appointed library staff. Daily monitoring of social media sites is expected in order to preserve the professionalism and integrity of the sites.

Staff Responsibilities

When posting material and comments on the Wabasso Public Library social media accounts, staff will:

- Always conduct themselves with professionalism and integrity as an online representative of the Wabasso Public Library;
- Not represent any posting or statement as official policy unless it has been explicitly approved by the Library Director;
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials;
- Not make statements about patrons or post, transmit, or otherwise disseminate confidential information in violation of Minnesota Statutes or the Library's confidentiality policy;
- Not conduct personal business or activities on the Library's social media accounts;
- Staff will not spend an inordinate amount of time on social media resources. This will be monitored by the Library Director;

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- Library staff may not link material from employee social media accounts to the Library's social media accounts.

Appropriate Content

Library postings which are consistent with the stated purpose of this policy shall be, but are not limited to:

- Notices of upcoming meetings, programs or events;
- Information about library services, trends or technologies;
- Press releases;
- Library policies and procedures or a change thereof;
- Notice of program cancellations or service disruptions;
- Notice of emergencies or building closure;
- Training and educational opportunities for the public;
- Promotion of the Wabasso Public Library and the Plum Creek Library System;
- Discussion of books, book reviews or a virtual book club; patrons may post opinions in these online discussions however library staff may only summarize book content on library social media accounts;
- Other forms of content that is approved by the Library Director.

Inappropriate Content

Library postings which are inconsistent with the stated purpose of this policy shall be, but are not limited to:

- Spam;
- Postings that contain obscene matter, cursing, or are of a sexual nature. Postings must be appropriate for audiences of all ages to read or see as patron ages vary greatly;
- Disparaging, harassing abusive profane or offensive postings;
- Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence;
- Potentially libelous or defamatory postings;
- Postings which contain privileged, proprietary or confidential information about any person, business or entity;
- Postings which violate or potentially violate local, state or federal laws, including without limitation, intellectual property and copyright laws;
- Postings which discriminate on basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry; Postings which are sexual harassing, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about individual's body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes.
- Postings shall not include contact information for people, businesses or agencies other than the Library. Postings shall not be linked to any other account unless pre-approved by the Library Director.

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Public Terms of Use:

Public users should have no expectation of privacy in postings on the Library's sponsored social media sites, and by utilizing these sites, users consent to the Library's right to access, monitor and read any postings on the sites.

By choosing to comment or post on the Wabasso Public Library social media sites, public users informally agree to these terms:

- To conduct themselves and their postings in a respectful manner which is consistent with the expectations laid out in the Library's Rules of Behavior Policy. The Library's self-imposed restrictions on inappropriate content also applies to postings made by the public;
- Their comments, posts, or other forms of content may be removed in whole or in part by the Library without prior notice if it is deemed inappropriate or unpermitted;
- The Library has permission to use the content of any posting a public user makes without compensation or liability on the part of the Library. This permission ends when the posting is deleted;
- The Library reserves the right to ban or block users who have posted in violation of this policy;
- The Library's social media resources may be considered public records. If copies are requested the library will disclose the contents of its social media sites to the requestor(s).

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