

[LIBRARY LETTERHEAD]

EXTERNAL SOCIAL MEDIA POLICY

Purpose

The mission of the [LIBRARY NAME] is to [STATE LIBRARY MISSION]. The use of social media can further that mission. Therefore, [LIBRARY NAME] has adopted this Social Media Policy to establish acceptable behavior for the public interacting with library social media accounts.

[LIBRARY NAME] has established social media accounts to inform the general public about services, programs, events, and materials available. The social media accounts are not intended to be a general exchange of ideas or viewpoints but a forum for communication related to the library's mission.

The primary goals of [LIBRARY NAME]'s use of social media is to:

- Promote the library's programs, materials, and services
- Call for library advocacy
- Share relevant community resources

When necessary, social media will also be used by the [LIBRARY NAME] to share emergency communications, public service announcements, and other service-related information.

The primary audience is the [LIBRARY NAME] community.

For the purposes of this policy, "social media" refers to any social media site, blog, network, and communication tools that exist now and in the future that allow public feedback and sharing on the internet including Facebook, Instagram, YouTube, and Twitter.

Acceptable Behavior

In order to provide a safe and appropriate online environment, [LIBRARY NAME] expects comments, postings, images, videos, hyperlinks, and other content shared by community members to be respectful, tolerant, and related to the mission of the library. Abusive and hurtful language are not allowed. The following content is prohibited and will be removed by [LIBRARY NAME] from its social media accounts:

- Selling, solicitation, commercial interests, and spam
- Copyright violations

- Obscenity
- Child pornography
- Defamatory and libelous comments
- Imminent or true threats against [LIBRARY NAME], its staff, its Board of Trustees, or community members
- Other speech or content not protected by the First Amendment

Moderation

The [LIBRARY NAME] will regularly monitor its social media accounts and reserves the right to close comments at any time. Content that violates Acceptable Behavior may be removed. Repeat violations of Acceptable Behavior may result in temporary or permanent removal from [LIBRARY NAME] social media accounts. Persons wishing to appeal a deleted or moderated post or a temporary or permanent ban can file an appeal with the Director to review with the Board of Trustees.

Library-sponsored programming that takes place on social media platforms falls under the Programming Policy and may therefore have different guidelines for Acceptable Behavior, moderation, and removal. Please refer to the library's Programming Policy for more information.

Privacy

[LIBRARY NAME] social media accounts will not be used to collect information about library patrons or community members by its staff or its Board of Trustees. However, social media is a public forum, and users should have no expectation of privacy when posting, commenting, or interacting on social media sites.

Disclaimer

[LIBRARY NAME] is not responsible or liable for the content of postings by third parties on any library social media account, and such postings do not reflect the opinions or positions of the library, its staff, or its Board of Trustees.

Ongoing Use Evaluation

The role of social media in relation to the mission of the [LIBRARY NAME] will be evaluated periodically by the Director and Board of Trustees and may be changed or terminated at any time at the discretion of the Director as authorized by the Board of Trustees.

Questions or concerns regarding [LIBRARY NAME] social media accounts or this policy should be directed to the Director.

ADOPTED by the [LIBRARY NAME] Board of Trustees __/__/2020