

## **[LIBRARY LETTERHEAD]**

### **INTERNAL 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 guidelines, procedures, and best practices for the use of social media websites, platforms, and resources.

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.

#### **Guidelines**

New social media accounts may be established with Director's approval.

All login information including user names and passwords must be shared with the Director and included on the library's master list. This will ensure that the library maintains institutional access to accounts if staffing changes but also in the event that emergency communications must be quickly broadcast to the public.

Social media accounts should have more than one staff member named as an Administrator.

#### **Best Practices**

- All accounts should incorporate library branding
- Posts are representing the library and the content created and shared is a reflection of the organization
- The tone should be consistent with the communication and marketing strategy of the library
- Content should be written from the point of view of the “We,” which represents the library as a whole
- Maintain copyright and fair use when posting content
- Content should be current, accurate, and relevant to the intended audience
- Content should be easy to read and understand
- Posting to social media should be done regularly
- Graphics and images should be hi resolution
- Include links and tags when appropriate
- Respond to comments and messages as necessary
- Posts and comments should be friendly yet professional and should not include the expression of personal, political, or religious views
- The library does not provide medical, legal, financial, investment, or other similar matters advice to library patrons or community members
- Social media is not to be used to collect information about library patrons or community members
- All other library policies apply equally to use of social media

## **Moderation**

- Social media accounts will be monitored for content that violates Acceptable Behavior (see External Social Media Policy) including:
  - Selling, solicitation, commercial interests, and spam
  - Copyright violations
  - Obscenity
  - Child pornography
  - Defamatory and libelous comments
  - Imminent or true threats against the library, its staff, its Board of Trustees, or community members
  - Other speech or content not protected by the First Amendment
- Content cannot be removed on the basis of disagreement with their viewpoint
- If content is removed, it should be printed and filed for one year
- Repeat violations of Acceptable Behavior may result in temporary or permanent removal from the system’s social media page(s)

- Persons wishing to appeal a removed post or a temporary or permanent ban can file an appeal with the Director to review with the Board of Trustees

### **Personal Social Media Use**

[LIBRARY NAME] does not intend to limit or restrict an employee's right to utilize social media for personal reasons. However, if an employee identifies themselves as a [LIBRARY NAME] employee, the following statement must be included in the employee's account profile: "Opinions are my own and do not reflect that of my employer." Additionally, staff should not represent themselves as speaking on behalf of the [LIBRARY NAME] unless granted express and specific permission to do so by the Director.

All rules regarding confidential and proprietary library information apply in full to use of social media. Any information that cannot be disclosed through a conversation, a note, or an email also cannot be disclosed through social media.

### **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