



SOCIAL MEDIA POLICY

Purpose

The Pioneer Library System 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 Pioneer Library System's use of social media is to:

- Promote OWWL Libraries and services
- Call for library advocacy
- Share relevant community resources

When necessary, social media will also be used by the Pioneer Library System to share emergency communications, public service announcements, and service-related information.

The primary audience of PLS social media are the staff and trustees of the 42 member libraries; the secondary audience is the general public in the OWWL service area of Ontario, Wyoming, Wayne, and Livingston counties.

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.

Internal Guidelines

New Social Media accounts may be established with Executive Director approval and must use internal procedures for email address and password management.

Login information for social media accounts should be shared following internal procedure. Individual email addresses should not be used in the creation of new social media accounts.

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

When posting, staff should following the following guidelines:

- All accounts should incorporate PLS/OWWL branding
- Posts are representing PLS/OWWL 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 organization
- Content should be written from the point of view of the “We,” which represents the PLS 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
- 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
- PLS 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 on library patrons or community members
- All other PLS policies apply equally to use of social media

Monitoring Accounts

- Social media accounts will be monitored for content that violates Acceptable Behavior (see External Social Media Policy).
- 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 Executive Director to review with the Board of Trustees
- The Executive Director should be notified about any comment or posting violating acceptable behavior.

Privacy

Pioneer Library System social media accounts will not be used to collect information about library patrons or community members by PLS 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.

Personal Social Media Use

Personal use of social media is discussed in the Staff Handbook.

Disclaimer

The Pioneer Library System is not responsible or liable for the content of postings by third parties on any PLS social media account, and such postings do not reflect the opinions or positions of PLS, its staff, or its Board of Trustees.

Ongoing Use Evaluation

The role of social media in relation to the mission of the Pioneer Library System will be evaluated periodically by the Executive Director, system staff, and Board of Trustees, and may be changed or terminated at any time at the discretion of the Executive Director as authorized by the Board of Trustees.

Questions or concerns regarding Pioneer Library System social media accounts or this policy should be directed to the Executive Director.

Adopted: September 9, 2020