# Lane Memorial Library Social Media Policy and Procedures

POLICY

Lane Memorial Library offers Social Media tools for educational, cultural, civic and recreational purposes. Social Media tools provide a limited (or designated) public forum to facilitate the sharing of ideas, opinions and information about library-related subjects and issues. The Library's Social Media is intended to create a welcoming and inviting online space where members will find useful and entertaining information and can interact with Library staff and other Library users. Comments are moderated by Library staff and the Library reserves the right to remove comments that are unlawful or off topic. Staff who contribute or moderate social websites on behalf of the library must follow specific rules to maintain the reputation of the library as well as to protect the First Amendment rights of citizens.

Definition of Social Media for the Library

Social Media is defined as any web application, site or account that facilitates various activities that integrate technology, social interaction, and content creation. Through social media, individuals or groups can create, organize, edit or comment on, combine, and share content. Social media uses many technologies and forms, including social-networking, blogs, wikis, photo–sharing, video–sharing, podcast, social bookmarking, mash-ups, widgets, virtual worlds, microblogs, Really Simple Syndication (RSS) and more. It includes such formats as blogs, listservs, websites, social network pages, posts (e.g. Facebook, Flickr, Twitter, Live Journal, etc.), or virtual meeting platforms (ZOOM, Skype, ect.).

Library Staff Responsibilities

It is expected that all content on Library sponsored Social Media (or done by Library staff on Library work time on community software) will be professionally presented. Writers and content contributors should check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and check spelling and grammar before making a post live.

Writers are expected to put a "best foot forward" on the Library activities they discuss online. When Library staff members speak or write on the job, online or elsewhere, they are speaking for the Library, and the content they provide should present the Library positively.

Library administration reserves the right to review content before it is posted and to modify, remove or prohibit any messages or postings that it deems to be inappropriate. The following content shall be avoided by library staff writers:

- Personal attacks, insults or threatening language
- Libelous and/or defamatory statements
- Plagiarized materials
- Private and personal information
- Comments unrelated to the content of the forum, and/or hyperlinks to material not

directly related to the discussion
- Commercial promotions or spam
- Information shared with library staff and stakeholders that is in draft form or is

pending publication

Staff members with questions about the appropriateness of content they are considering posting will review their work with their supervisors before making the content live. Supervisors will make decisions based on this policy.

Personal Social Media Activity

- Links from Library Social Media to employees' personal tools are not allowed
- Views expressed are those of the individual alone and do not represent the views of the employer. Library personnel expressing such views must not identify themselves as associated with the Library.
- No posting of information that has been shared with staff but is still in draft form and pending publication is allowed.
- Any personal posting will be respectful of the library, its employees, volunteers, partners, competitors and critics.

Moderating Public Comment

Social Media library web applications that allow users to comment are limited public forums. Public comments and other contributions moderated by staff responsible for Library Social Media must ensure that public contributions comply with Library rules.

Social Media Guidelines for Moderators

The Library uses Social Media to form connections with the public by encouraging conversations online.
As a limited public forum, the Lane Memorial Library's website and social media accounts and its departments have the discretion to limit access to and the use of social media by members of the public. The Lane Memorial Library may restrict users from posting comments, images, or links to other sites and may remove any posts or comments that are in violation of this policy. Examples of violations of this policy include (but are not limited to):

- Advertisements or spam
- Obscene, libelous or defamatory postings
- Disparaging, harassing, abusive, profane or offensive postings
- Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence
- Postings which contain privileged, proprietary, or confidential information about any person, business, or entity, including, without limitation, patrons, vendors, the Library or Library partners

- Postings which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property and copyright laws
- Posting which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry
- Postings which are sexually harassing, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about individuals' body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes
- Postings which promote alcoholic beverages, cigarettes or other tobacco products, or any illegal product, service, or activity
- Postings which support or opposes the nomination or election of a candidate for public office, the investigation, prosecution, or recall of a public official, or the passage of a levy or bond issue

Staff should remove inappropriate posts from comments or from virtual meeting.
Comment authors have the right to ask Library Administration to review postings denied under these guidelines.

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