



## **Social Media Policy**

The Eager Free Public Library's (EFPL) Social Media Policy applies to staff and patron use of EFPL sites and social media sites. EFPL employs the use of social media as outreach to current and potential patrons, its community, and the general public. It is a cost-effective way to market and promote the library's activities and foster community among the library and its patrons. EFPL recognizes that technological advances are imminent and must be embraced as useful applications within the library system. Modes of social media include, but are not limited to, Facebook, Twitter, Instagram, Flickr, YouTube, Tumblr, Pinterest, Foursquare, blogs, and apps.

### **Purpose**

The purpose of this policy is to set ethical standards and rules for use of social media and for the library. The policy also provides guidelines for staff of their responsibilities as representatives of the library.

### **Procedures**

The Library Director and/or Assistant 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 or Assistant Director.

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

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.

### **Photographs/Video**

The library is a public space. All library programs occur in public venues. Attendees to library programs do not have a reasonable expectation of privacy. Photographs/video may be taken during library programs. These photographs and videos may be posted on library maintained social media accounts.

As a courtesy, if a close-up photo is taken of one or two particular people, a photo permission form will be acquired before the photo is posted or used by the library.

**Programs, events, and classes may be photographed or videotaped for library promotional purposes. Notify library staff if you prefer not to be photographed.**

### **Appropriate Use**

Social media tools adopted by EFPL will be selected to enhance or provide cost-effective opportunities to share, communicate, and disseminate information. In accordance to all laws, EFPL will make every attempt to protect copyrighted material. Staff is required to link original sources (if possible) when quoting other works and attribute credit when posting images or other media. When posting pictures, staff will follow board policy on confidentiality. Appropriate content may include information such as:

- Book discussion information
- Readers advisory
- Event and programming information
- Community outreach
- Marketing and publicity
- Information and Reference services
- Press releases
- Library trends or technologies
- Continuing education opportunities
- Library policies or procedures

### **Inappropriate Use**

Any inappropriate comments will be removed from any EFPL moderated social media. In addition, staff members are required to follow EFPL social media guidelines and are restricted from posting content deemed inappropriate. Inappropriate content includes:

- Obscene or profane content
- Any content that promotes, fosters, or disseminates discrimination based on race, creed, color, age, gender, religion, marital status, national origin, sexual orientation, or physical or mental disability
- Personal attacks, threatening language, or insults
- Copyrighted or plagiarized material
- Commercial promotions or spam
- Personal information published without consent
- Unrelated comments

### **Staff Responsibilities**

EFPL staff will limit social networking and any social media interaction to library related information and responsibilities. EFPL staff shall abide by all copyright laws and trademarks when posting information. When representing EFPL, staff shall:

- Conduct themselves at all times as representatives of EFPL and adhere to all policies and codes of conduct

- Identify themselves as employees of EFPL
- Not provide, post, or disseminate information on specific patrons or any confidential information
- Not conduct political or religious activities or private business
- Be respectful of all individuals and communities

### **Personal Use of Social Media**

Employees are encouraged to participate in social media beyond EFPL sites to further their understanding of social media use, potential uses, current events, trends and culture within these guidelines. Personal activity may be used to share personal information and opinions and non-work-related information.

- Employees should not use their work-related emails in association with any personal accounts or social networking sites
- Employees must be clear that any opinions expressed are theirs alone and do not express the official view of the library
- Employees must not use official logos, or any EFPL contact information in their personal posts or profiles

### **Public Terms of Use**

Public users should have no expectation of privacy in postings on Library 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 on the Eager Free Public Library social media sites, public users agree to these terms:

- Posting which the Library, in its sole discretion, deems unpermitted under this policy, or inappropriate, may be removed in whole or in part by the Library without prior notice.
- The Library reserves the right to terminate accounts, ban, or block users who have posted in violation of this policy.
- By posting on the Library's social media sites, public users give the Library permission to use the content of the postings made without compensation or liability on the part of the Library. This permission ends when the posting is deleted.

### **Rights of EFPL**

EFPL, the Board, and Director reserve the right to monitor content that is posted to any EFPL site or social media and modify or remove any information or posts that are deemed inappropriate.

Approved and adopted by the Eager Free Public Library Board of Trustees on Tuesday, July 25, 2017.