

## East Troy Lions Public Library Social Media Policy

Original Policy Approved: 5-9-2023
Policy Updated and Reviewed:
Updated Policy Approved:

**Purpose:** The East Troy Lions Public Library engages in social media as a tool for library staff to engage with patrons about library related resources, services, and programs. Positive interactions with community members will be promoted on our social media to foster an atmosphere of education, learning and collaboration. Our social media accounts serve as the digital face of the Library and should maintain the same level of customer service provided within our physical spaces.

**Disclaimer:** The Library's social media is permanent, retrievable, and public record. All submitted content to the Library's social media sites are subject to Wisconsin Public Records Law and may be subject to public disclosure.

The Library does not act in place of or in the absence of a parent. The Library is not responsible for enforcing restrictions which a parent or guardian may place on a minor's use of social media.

**Definition:** Social media is defined as any web based forum that allows social interaction and sharing of user-generated content. Social media may include, but is not limited to, social networking sites, posts, blogs, and wikis.

**Employee Guidelines:** When staff uses social media, behavior and content are not only a reflection of the staff member, but also of the Library. No Library employee may establish a work-related social media account without the authorization of the Library Director. The Library Director may delegate staff to administer and provide content for the Library's social media accounts. Employees so designated are required to read and follow the Library's policy concerning social media. The Library Director may revoke access to the social media accounts at any time.

- Content shall be polite and respectful of individuals, communities, and other's opinions.
- Each social media's sites Terms of Use shall be adhered to as well as copyright and privacy laws.
- Employees shall not blur or combine their personal social media with the Library's social media.
- Employees cannot use Library social media for political purposes, to conduct private commercial transactions, or engage in private business activities.
- Usage of social media in violation of this policy may be grounds for disciplinary action.

**Public Responsibilities and Terms of Use:** Comments and postings from the public are allowed, but will be reviewed by library staff for content appropriateness. It is the public's responsibility to stay informed regarding the Library's social media terms of use. By joining, utilizing, and/or posting on the Library's social media sites, you agree to comply with this policy.

- The Library has the right to reproduce, distribute, publish, display, edit, modify, delete, and other use for any purpose in any form on any media all comments, posts, or other materials submitted on the Library's social media.
- The Library reserves the right to temporarily suspend or terminate its social media accounts at any time.
- Public comments expressed on this site do not necessarily reflect the opinions of the East Troy Lions Public Library.

The Library recognizes and respects differences of opinion that may be reflected in comments by the public. If a post violates any of the following rules, it will be removed.

- Content that uses profane language, or is sexually graphic, obscene or explicit
- Content that suggests or encourages illegal activity
- Content that may compromise the safety or security of the public or public systems
- Content that is abusive, threatening, hateful, or intended to defame anyone or any organization
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, ancestry, national origin, age, gender, physical or mental disability, marital status, gender identity or sexual orientation.
- Content that attempts to defame or defraud any person or financial, commercial or government agency
- Content that promotes political purposes, candidates or content associated with any candidates for elected office, political parties or ballot proposals.

**Removal of Posts:** Content that is in clear violation of the Social Media Policy may be deleted, hidden, or otherwise removed from the Library social media accounts. If content is deleted, it will be documented in a content removal log. If it is determined that a specific user has violated the Social Media Policy three or more times within any 12-month period, Library staff may block or ban the user account to prevent further violations. The duration of the block or ban is determined by the Library Director and is based on the severity of the behavior.