

Social Media Policy

Policy Created: 1/2022

Policy Revised:

Purpose/Objective

The social media policy aims to ensure the effective promotion of library services, resources, and events to the public and ensure a high standard of customer service on social media.

Social Media Accounts

Establishments and Administration of Social Media Accounts:

The Library may establish social media accounts with the permission of the library director. For the purposes of this policy, “social media” refers to any online or mobile platform open to the public, including but not limited to Facebook, Twitter, Instagram, Snapchat, Yelp, LinkedIn, Tumblr, etc.

The library director may assign employees to manage social media accounts. The library may require a member of library management or IT to be added as an account administrator to ensure continuity of access.

Content of posts:

Posts should inform library users about services resources, programs, events, promote library use, and encourage dialogue between the public and the library. As with all library media releases, social media posts should be positive in tone and should reflect the values and viewpoints of the library rather than personal opinions.

Third-Party Posts:

The library is not responsible for the content of posts made by third parties, including patrons, reviewers, advertisers, etc. Public posts by third parties do not reflect the positions of the library or its employees.

The library reserves the right to delete public posts or comments if they include spam or advertisements, hateful or harassing speech, obscenity, personal disparagement or defamation, or any other comment that violates the library’s code of conduct.

Complaints or negative comments should not be deleted but should be engaged like any other patron complaint. Staff may move the discussion to a private venue such as chat or messaging.

Staff Usage of Social Media

Designated staff may maintain library social media accounts as part of their assigned duties. The library does not restrict the right of employees to use personal social media outside of work. However, employees must be aware that others may view statements made on social media pursuant to their official duties as library- or city-sponsored information or opinions. Please refer to the City’s Social Media Policy for further details.