

TOWN AND COUNTRY PUBLIC LIBRARY DISTRICT

SOCIAL MEDIA POLICY

PURPOSE

The primary purpose of the Town and Country Public Library District's use of social media tools is to communicate Library news, events and information to District residents and other interested parties. By participating in social media the Library endeavors to be more accessible to its residents and patrons.

DEFINITION

"Social Media" is defined as any facility for online publication and commentary, including, but not limited to social networking sites, websites, blogs and wikis.

SCOPE

This policy is intended to govern the use of social media by the Library Administration. This policy also applies to all patrons, whether registered with the Library or not.

APPROPRIATE CONTENT (including, but not limited to):

- Notices of upcoming Library meetings or events
- Library policies and procedures
- Library press releases
- Information about Library services
- Public opinion as it relates to the Library
- Communication between Library staff and the community regarding Library services and programs
- Comments in connection with book clubs or virtually hosted Library events

INAPPROPRIATE CONTENT (including, but not limited to):

- Off-topic and/or disruptive post
- Commercial promotions or spam
- Threatening language and personal attacks
- Obscene , racist, or libelous content

- Content that promotes, fosters or perpetuates discrimination on the basis of any of the protected classes under federal or state law (see note below)
- Private or personal information published without consent
- Copyright infringement or plagiarized material
- Content that would otherwise be illegal
- Post advocating illegal activity

RIGHTS AND RESPONSIBILITIES OF THE LIBRARY DISTRICT

The Town and Country Public Library District, the Library Board of Trustees, and the Library Director reserve the right to monitor content before it is posted on any of its Social Media applications. The Library administration has the right to modify or remove any comments, tags, postings or images that violate the law, the rights of any third part, or Library policies.

The Library is not responsible for the content on the pages of friends, fans, followers or patrons of the Library. The Library does not endorse or review content of third-party sites.

RIGHTS AND RESPONSIBILITIES OF THE USER

Users of all ages have the responsibility to protect their privacy and should not post personally identifying information. The Library does not act in place of, or in the absence of, a parent or guardian.

Users may not post comments, tags, or images that impinge on another's privacy or that may be considered objectionable or inflammatory.

DISCLAIMER

Social media sites used by the Library are for information and discussion purposes only. The Town and Country Public Library District accepts no responsibility for the content of these sites.

We update our social media sites on a regular basis, however, not all information on our programs and services is posted. Our website remains the primary source of information on all our programs, services, and events.

Note: information on protected classes can be found on the following websites:

- Federal: <http://www.eeoc.gov/laws/index.cfm>
- State: <http://www2.illinois.gov/ihrc/Pages/default.aspx>

Approved: August 12, 2013