

SOCIAL MEDIA POLICY

PURPOSE

The Town and Country Public Library District is committed to using current forms of social media to engage with members of the community it serves. The purpose of this policy is to address the use of social media (as defined below) by the Library, its employees, volunteers, contractors, library board trustees, 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. The Library uses social media to promote library news and events, make patrons aware of the resources and services it offers, provide interesting or valuable information to its patrons, attract new users to the Library, and to let its patrons see a more informal side of the Library.

POSTING GUIDELINES

The Library will only post information that it believes is of interest to its audience. The Library may share, comment on, retweet, or like posts and tweets from other sources.

Only employees designated and authorized by the Library Director can prepare content for or delete, edit, or otherwise modify content on Library social media. Library social media accounts are owned by the Library. Designated employees who post comments in response to content must identify themselves as employees unless such identification is clearly redundant.

When Library employees respond to a comment or post, they will maintain a professional and friendly demeanor, as is expected with any interaction between staff and the public. Employees should not discuss confidential, work-related matters through social media. Employees should avoid copyright infringement, present balanced views, and check factual accuracy, grammar, and spelling before posting to the Library's social media sites.

GUIDELINES FOR EMPLOYEE, VOLUNTEER, CONTRACTOR AND LIBRARY TRUSTEE PERSONAL SOCIAL MEDIA ACTIVITY

If you identify yourself as an employee, volunteer, contractor, or trustee of the Library on personal social media accounts, you must make it clear that the views expressed are yours alone and do not represent views of the Library. Employees, volunteers, contractors, and trustees *should refrain* from posting any content on their personal social media accounts that may be deemed negative about the Library, its patrons, or its staff.

The Library Board of Trustees has a policy for addressing grievances. Please see the *Open Door Communications Policy* for more information.

PUBLIC TERMS OF USE

The Library encourages the community to respond to posts and recognizes that there will be varying opinions on posted content. The Library does not, however, endorse any ideas, issues, or opinions expressed in the content of third parties posted on the Library's social media sites. Content from third parties will be monitored regularly and reviewed by the Library to ensure compliance with the Library's Social Media Policy. The Library Director reserves the right to monitor, restrict, edit, and remove any content that is determined to be in violation of this Social Media Policy or any applicable law.

The following content on the Library's social media sites will not be permitted and will be removed by the Library Director:

- Obscenity (text or image)
- Pornography
- Slander or libelous comments
- Specific and imminent threats
- Spam and other forms of personal or commercial advertising
- Abusive, harassing, inflammatory, profane, or violent language
- Hate speech or other content that encourages or advocates discrimination and/or harassment on the basis of race, religion, age, gender, national origin, physical or mental disability, sexual orientation, or any protected category
- Private and/or confidential information about oneself or others
- Violations of copyright, trademark, or other intellectual property rights
- Organized political activity, off-topic, and/or disruptive posts

Nevertheless the abovementioned, the Library is not obligated to take any such actions and will not be responsible or liable for any content posted by users on the Library's social media sites.

By joining, utilizing and/or posting on the Library's social media sites, you agree to comply with the Library's Social Media Policy and agree to indemnify the Library and its trustees, officers, and employees from and against all liabilities, judgements, damages, and costs (including attorney's fees) incurred by any of them which arise out of or related to any content that you post.

Disclaimer: All content posted on Library social media sites is subject to the Illinois Freedom of Information Act (FOIA) and the State of Illinois record retention laws. The Library is not responsible or liable for the content of postings by third parties on any Library social media site. Third party postings do not reflect the opinions or positions of the Library, its employees, or its Board of Trustees. Third party websites have their own privacy policies; of which users should be aware. Users are personally responsible for their commentary and should be aware they may be held personally liable by any party for commentary that is defamatory, obscene, proprietary, or libelous.

Approved: December 9, 2019