

# **Piedmont Public Library**

## **Social Media Policy**

Revised 6/29/2017

The social media outlets supported by the Piedmont Public Library are intended to assist in fulfilling our mission of connecting people with materials and information as well as serving the informational, educational, recreational and cultural needs of the community.

Social media is broadly defined as any web application, site or account created and maintained by the Library which allows users to share or obtain information. These include:

- Material created by the Library and maintained by Library staff
- Material created by Library staff on sites hosted and created by the Library
- Material created by other social media sites when acting as a Library employee

The use of Social Media tools are meant to augment communication, collaboration, and information exchange between the Library and the public. This primary purpose of this policy is to establish guidelines for a professional and inviting social media presence. This policy applies to all staff and patrons, whether registered with the Piedmont Library or not.

### **Procedures:**

- The Library Director will be the managing authority. All social media accounts are created only with permission from the Director. Changing the name, passwords, or settings of the social media accounts must be approved by the Director.
- All content will be created by Piedmont Public Library staff. The content will relate to libraries, books and other library related materials, as well as to library programs, events, photos and/or images, or special topics that the Library is discussing or promoting.
- All content is subject to being edited or deleted by the Director. The Director may remove any tags or links to other accounts at their discretion.
- Each Piedmont Public Library social media page should clearly indicate that it is maintained by the Piedmont Public Library.
- If possible, each social media page should link to the Piedmont Public Library official website and an online version of this policy.
- 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.

### **Staff Responsibilities:**

When posting material and comments on the Piedmont Public Library social media accounts, Library staff will:

- Always conduct themselves with professionalism and integrity as an online representative of the Piedmont Public Library

- Identify themselves by name or Library position in all social media posts
- Not represent any posting or statement as official policy unless it has been explicitly approved by the Library Director
- Observe and abide by all copyright, trademark, and service mark restrictions when posting materials
- Not make statements about patrons or post, transmit, or otherwise disseminate confidential information in violation of Oklahoma statutes or Piedmont Public Library confidentiality policy
- Not conduct personal business or activities on Library social media accounts
- Not link material from employee personal social media accounts to the Library social media accounts

**Appropriate content for staff to post:**

- Notices of upcoming meetings, programs and events
- Information about Library services, trends or technologies
- Press releases
- Library Policies and procedures or a change thereof
- Notice of program cancellations or service disruptions
- Training and educational opportunities for the public
- Promotion of Piedmont Public Library, the City of Piedmont, associations or other professional bodies related to Library activities
- Discussion of books, book reviews or a virtual book club.
- All other content is to be pre-approved by Library Director

**Public Terms of Use:**

- Public users should have no expectation of privacy in the postings on Library sponsored social media sites. Users consent to the Library's right to access, monitor and read any postings on the sites
- The Library's social media resources may be considered public records
- By posting on the Library's social media sites public users give the Library permission to use the content of any posting you make without compensation or liability on the part of the Library. The permission ends when the posting is deleted.
- The Library will only use the personal information stored on any third party social media site to communicate with the users on that site.

**Postings that will not be permitted:**

- Advertisements
- Spam
- Postings which contain obscene matter, cursing or of a sexual nature. Postings must be appropriate for audiences of all ages to read or see as Library clients ages vary greatly
- Disparaging, harassing, abusive, profane or offensive postings
- Postings that are hateful, threatening, pornographic, or that contain graphic or gratuitous violence
- Potentially libelous or defamatory postings

- Postings which contain privileged, proprietary, or confidential information about any person, business or entity
- Postings which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property and copyright laws
- Postings which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed or ancestry
- Postings which are sexually harassing, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about individuals body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes
- Postings shall not include contact information for people, businesses or agencies other than the Library. Postings shall not be linked to any other account unless pre-approved by the Library Director

## **Photo/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 or video may be taken during Library programs. These photographs and video may be posted on Library maintained social media accounts.

An announcement will be made at the beginning of each program that Library staff may be taking pictures or video to be posted on social media. Attendees that do not want their picture taken should avoid the cameras.

As a courtesy, if a close-up photo is taken of one or two particular person(s) a photo permission form will be acquired before the photo is posted or used by the Library.

## **Reporting Violations**

Library staff and users may report violations of this policy to the Library Director.

A patron or public user who feels he/she has been unfairly banned or his/her content has been unfairly removed from the Piedmont Library social media resources may file an appeal in writing with the Piedmont Library Board. Appeals will be reviewed at the next regular meeting of the Board, provided the appeal has been received seven days prior to the meeting.

## **Disclaimer**

Piedmont Public Library is not responsible or liable for the content of postings by third parties on any Piedmont Public Library sponsored social media site, and postings do not reflect the opinions or positions of the Piedmont Public Library, its employees, Library Board members or the City of Piedmont.