

**Jackson County Library
Social Media Policy**

Policy Number 232

Purpose: To establish rules, procedures and best practices for the use of social media websites and social media resources for the Jackson County Libraries. Social Media refers to community created content sites such as blogs, forums, Flickr, YouTube, Wikis, social networks (Facebook), Pinterest, Twitter, LinkedIn and other content sharing sites. It includes:

- 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 on 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 Jackson County Libraries and the public. Thus, the primary purpose of this policy is to establish guidelines for a professional and inviting social media presence. This policy complements, rather than overrides any existing requirements that staff act professionally and respectfully. This policy applies to all staff and patrons, whether registered with the Jackson County Library or not.

Procedures:

- The Library Administrator and/or Assistant Administrator will be the managing authority. All social media accounts are created only with permission from the Library Administrator. Similarly, changing the name, passwords, and settings of the social media accounts must be approved by the Library Administrator or Assistant Administrator.
- All content is subject to being edited or deleted by the Administrative Librarian or Assistant Administrator. The Administrative Librarian or Assistant Administrator may also remove any tags or links to other accounts at their discretion.
- Each Jackson County Library social media page should clearly indicate it is maintained by the Jackson County Library.
- If possible, each social media page should link to the Jackson County Library official website and an online version of this policy, including the Public Terms of Use.
- 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 Jackson County Library social media accounts, staff will:

- Always conduct themselves with professionalism and integrity as an online representative of the Jackson County Library;
- Identify themselves by name or Jackson County 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 Administrator;
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials;
- Not make statements about patrons or post, transmit, or otherwise disseminate confidential information in violation of Minnesota Statutes or the Jackson County Library confidentiality policy;
- Not conduct personal business or activities on library social media accounts;
- Staff will not spend an inordinate amount of time on social media resources. This will be monitored by the Library Administrator and/or direct supervisor.

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- Library staff may 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 or 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 Jackson County Libraries, the Plum Creek Library System, associations or other professional bodies related to Jackson County Library activities;
- Discussion of books, book reviews or a virtual book club; patrons may post opinions in these online discussions however library staff may only summarize book content on library social media accounts;
- All other content is to be pre- approved by the Jackson County Library Administrator or Assistant Administrator.

Public Terms of Use:

- Public users should have no expectation of privacy in postings on Library sponsored social media sites, and by utilizing these 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. If copies are requested the library will disclose the contents of its social media sites to the requestor(s) and fees will be charged per the fee schedule;
- By choosing to comment on the Jackson County Library social media sites, public users agree to these terms:

1. Postings which the Library, in its sole discretion, deems unpermitted under this policy, or inappropriate, may be removed in whole or in part by the Library without prior notice.
2. The Library reserves the right to terminate accounts, ban or block users who have posted in violation of this policy.
3. 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. This permission ends when the posting is deleted.
4. The Library will only use the personal information stored on any third party social media site to communicate with users on that site.

Postings that will not be permitted: Postings inconsistent with the stated purpose of the social media policy, as determined by the Library, in its sole discretion. The following examples of postings not permitted include, but are not limited to:

1. Advertisements;
2. Spam;
3. 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;
4. Disparaging, harassing, abusive, profane or offensive postings;
5. Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence;

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6. Potentially libelous or defamatory postings;
7. Postings which contain privileged, proprietary, or confidential information about any person, business, or entity;
8. Postings which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property and copyright laws;
9. Postings which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry;
10. 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.
11. 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 Administrator.

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/video may be taken during library program. These photographs and video may be posted on library maintained social media accounts or on city cable channels.

- 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. *"Programs, events, and classes may be photographed or videotaped for library promotional purposes. Notify library staff if you prefer not to be photographed."*
- 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 Administrator.

A patron or public user who feels he/she has been unfairly banned or his/her content has been unfairly removed from the Jackson County Libraries social media resources may file an appeal in writing with the 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: Jackson County Library is not responsible or liable for the content of postings by third parties on any Library sponsored social media site, and postings do not reflect the opinions or positions of the Jackson County Library, its employees, or its board of trustees.