

PAULINE HAASS PUBLIC LIBRARY

POLICY: Social Media Policy

Library social media presence is intended to create a welcoming space where library users will find useful and entertaining information about library-related subjects, materials, spaces, and events.

The Library's social media is public record, and therefore the Library retains all content and submissions to its social media accounts. Users should recognize that anything posted is available for public view. They also should be aware that third party websites have their own privacy policies and proceed accordingly. Responsibility for use of social media by minors rests with their parents or legal guardians. Appearance of external links does not indicate the Library's endorsement.

Participation Guidelines

The Pauline Haass Public Library welcomes comments and postings on its social media sites or pages. While the Library recognizes and respects differences in opinion, commenters are expected to display respect and civility. Patrons and library staff may not post the following:

- Obscene language or content
- Personal attacks, insults, or threatening language
- Spam and commercial content
- Personal information or contact information published without consent
- Unauthorized reproducing of copyrighted, licensed, or other protected material
- Content unrelated to the original topic

By posting content, the user agrees to indemnify PHPL and its officers from and against all liabilities, judgments, damages and costs (including attorney's fees) incurred by any claim related to the posted content.

Staff Use & Maintenance of Library Social Media Tools

- All social media sites shall clearly indicate that they are maintained by the Library and should have Library logo, address, phone number, and email addresses displayed as appropriate.
- Privacy setting shall be at a low setting to enable easy patron access.
- The Library maintains the right (but is not obligated) to remove postings that violate the terms of this Policy (see Participation Guidelines).
- Authorized staff are responsible for developing and monitoring content. The social media "team" will include at least one person from each of the following: management team, Adult Services, and Youth Services. These staff members will:
 - Respond to comments or questions in a timely manner (generally less than 24 hours).
 - Verify that content is factual, accurate and presented with correct spelling and grammar.
 - Recognize that social media has a more conversational tone than other types of written communication. Posts are written in the first person plural when appropriate, and should be friendly, energetic, and sincere.
 - Provide proper attribution for images and other content.
 - Occasionally post photos from Library programs or events. If photos include patrons, obtain specific verbal permission from patrons to post to social media.

Adopted by Library Board: September 16, 2020