



## Social Media Policy

Definition: The Smithton Public Library District recognizes Social Media as an integral part of today's information marketplace and an essential source of information and content in many people's daily lives. For the purpose of this policy, Social Media is defined as any web-based interactive platform via which individuals and communities co-create, share, and modify user-generated content. Examples of Social Media websites include, but are not limited to: Digg, Facebook, Flickr, LinkedIn, MySpace, Pinterest, Twitter, Reddit, YouTube, Wikipedia, etc.

The Smithton Public Library District (SPLD) endorses the use of carefully chosen social media tools as an important enhancement to communication, collaboration and information exchange between SPLD staff, library users, and the general public. Social media use by libraries can provide streamlined, cost-effective marketing and outreach, as well as foster a sense of community between the library and its users.

Social media tools employed by the library will be selected to enhance or provide cost-effective means to deliver such library functions as:

- Community outreach, marketing, and publicity
- Education of the community in the use of library resources
- Reader's advisory services
- Information and reference services
- Book discussion groups
- Reading readiness activities for pre-school children
- Reading incentive programs for children and youth
- Cultural and educational programming
- Advertisement of volunteer opportunities available at the library
- Additional library-related uses that may be explored or expanded upon as deemed reasonable by library administration.

Library social media offerings are intended to create a welcoming and inviting online space where library users will find useful and entertaining information. In some forums, users may be able interact with library staff and other library users, as detailed below.

### ***Procedures***

1. Official staff participation by SPLD in social media sites or pages and online communities (not individual posts) shall be approved in advance by the Library Director.
2. Where possible, each social media page should clearly indicate that it is maintained by SPLD and should have SPLD contact information prominently displayed.
3. Where possible, each social media page/profile should include an introductory statement that clearly specifies the purpose and scope of the library's presence on the website.



4. Where possible, social media pages should link to SPLD's official website and this social media policy.
5. If user discussion and contribution is invited on library created and maintained social media sites, it shall be subject to the Public Terms of Use found below. This shall be clearly indicated on the social media page that invites participation.
6. Whereas content posted to Social Media Sites by the library is considered public record, SPLD will make a reasonable effort to retain such content on the library's computers. Content subject to Freedom Of Information Act requests will be retained in accordance to the State of Illinois records retention policies and/or only posted to sites that maintain indefinite retention (i.e. Facebook).

### ***Staff Responsibilities***

1. When representing SPLD via social media, personnel shall:
  - a. Conduct themselves at all times as representatives of SPLD and, accordingly, adhere to all associated standards of conduct;
  - b. Identify him or herself by name as SPLD personnel;
  - c. Not make statements about patrons, or post, transmit, or otherwise disseminate confidential information in violation of SPLD's Privacy Policy;
  - d. Not represent postings as official SPLD policy, unless this has been clearly approved by the Library Director;
  - e. Not conduct political activities or private business.
2. SPLD personnel shall observe and abide by all copyright and trademark restrictions in posting materials to electronic media.
3. In regards to personal use of Social Media, the SPLD respects the privacy and freedom of speech of all SPLD staff (including volunteers) and will therefore make no effort to monitor employee's personal use of social media. Use of social media during working hours should be limited to work-related tasks (such as following applicable trends, reading posts from other libraries, and other research activities). Other personal use of social media during working hours should be limited to breaks. Noticeable overuse of social media for personal reasons may be cause for disciplinary actions.

### ***Public Terms of Use***

1. SPLD has no affiliation with any advertisements or other material posted by third party sites or software found on social media sites and is not responsible for third party content.
2. By choosing to comment on SPLD social media sites, public users agree to these terms:
  - a. Comments are moderated by SPLD staff, and SPLD reserves the right to not post or to remove comments that are unlawful or off-topic as determined in its sole discretion, including, but not limited to:
    - i. Plagiarized material;
    - ii. Copyright violations ;
    - iii. Off-topic comments ;

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- iv. Commercial material/spam ;
  - v. Duplicate posts from the same individual;
  - vi. Comments containing sexually explicit language or images, or statements that ridicule, malign, disparage or otherwise express bias against any race, religion or protected class of individuals;
  - vii. Personal comments about individuals, including attacks, insults, or threatening language
  - viii. Unsolicited images, executable programs or any non-textual content.
- b. Persons who repeatedly violate these terms may be barred from further postings.
- c. All comments are public records, and as such, are subject to public records laws and the State of Illinois records retention schedule. Commenters are urged to protect their privacy. Commenters should not post personally identifying information, including but not limited to: last name, school, age, phone number, address, library card number. SPLD recommends use of a generic username that is not personally identifying. (Staff will use real names for transparency and accountability.)

### ***Presence***

As of November, 2012, the Smithton Public Library District maintains a presence on the following Social Media sites:

Facebook: [www.facebook.com/pages/Smithton-Public-Library-District](http://www.facebook.com/pages/Smithton-Public-Library-District)

Flickr: Smithton Public Library

Pinterest: SmithtonPublicLib

Twitter: @SmithtonLibrary (account Tweets our Facebook posts)