

Ida Rupp Public Library Social Media Policy

The Ida Rupp Public Library (“The Library”) uses social media to increase awareness of and accessibility to its programs, resources and services in order to fulfill its mission to the residents of Eastern Ottawa County.

The purpose of this policy is to address use of social media activities including but not limited to blogs, social networks, online communications, online catalogs, websites, and mobile applications by the Library and its employees, volunteers, trustees, and patrons. The Library’s social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but a limited public forum for discussing Library programs, events and materials. The Library does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on social media accounts.

Section I: Library-Sponsored Social Media

Only those employees responsible for the Library’s social media sites should be actively participating on those sites during work hours. Employees who contribute to the Library’s social media should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, present balanced views, check grammar and spelling before posting and acknowledge and correct errors.

Employees should not discuss confidential, work-related matters through social media. Content that is posted on Library-sponsored social media sites is subject to the Freedom of Information Act and records retention requirements.

Section I.A – General

- Social media accounts will be listed under the name of the Ida Rupp Public Library as the name on the account and have a profile picture of the library logo. Only one social media account for each platform will be created.
- The IRPL social media policy will be reviewed and revised on an annual basis.
- An informal Social Media Plan, including types of posts and content used, should be discussed and approved on a quarterly basis by the Director and the Marketing Coordinator.
- Accounts created under the name and on behalf of the Ida Rupp Public Library will be done so only with express permission by the Director. The Marketing Coordinator or designee is responsible for account creation.

Section I.B – Access

- Specified IRPL paid employees alone may post content (text, photos, audio, video, etc.) to a social media account under the name of the Ida Rupp Public Library.
- The Marketing Coordinator is listed as the main administrator on all accounts.
- The Director and Marketing Coordinator are responsible for the maintenance and monitoring of employees listed as administrators of social media accounts. The Director or Marketing Coordinator alone can add or delete employees listed the administrators on social media accounts.

- IRPL employees listed as administrators will have a specific administrator role, which will be determined by the Marketing Coordinator.
- IRPL welcomes members of the public to engage in the social media accounts by following IRPL online. The public is invited to post on the library’s timeline, send IRPL private messages, and share content the library posts.

Section II: Employee Personal Use of Social Media

Library employees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. As public employees, Library employees are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed a violation of any policy of the Library. Employees should keep in mind the following best practices when posting content about library-related subjects and issues on personal time.

- A. If you identify yourself as an employee of the Library, make it clear that the views expressed are yours alone and do not represent the views of the Library
- B. Respect the Library’s confidential and proprietary information. Do not post information that is still in draft form or is confidential.
- C. No comments with any kind of negative, mocking, condescending, etc. slant should be made about patrons in general, about specific questions from patrons, or about patron behavior on the Library’s social media sites.
- D. The Library does not endorse, monitor or review the content of personal, non-Library related social media activity of its employees.
- E. Employee use of personal social media is not permitted during working hours except for work-related purposes such as professional development or library-related social media outlets.

Section III: Trustee Use of Social Media

Library trustees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. Trustees should keep in mind the following best practices when posting content about library- related subjects on social media.

- A. If you identify yourself as a Library Trustee, make it clear that the views expressed are yours alone and do not represent the views of the Library or other trustees.
- B. Respect the Library’s confidential and proprietary information. Do not post information that is still in draft form or is confidential.
- C. No comments with any kind of negative, mocking, condescending, etc. slant should be made about library patrons or staff in general, about specific questions from patrons, about interactions with staff of the library, or about patron behavior on the Library’s social media sites.

Section IV: Posting on Social Media

Section IV.A – General

Content that is deemed not suitable for posting by the Library because it is not topically related to the particular subject being commented on, or is deemed prohibited based on the criteria defined below, may be deleted. Content and comments on the Library’s social media accounts containing any of the following forms of content and postings shall not be allowed:

- A. Obscenity or child pornography
- B. Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry or any other protected category.

- C. Slanderous, libelous, threatening or defamatory statements.
- D. Copyrighted or trademarked material.
- E. Spam.
- F. Content not related to Library business, programs, events, resources and materials.
- G. Advertising or sale of merchandise or services; or
- H. Charitable solicitations or political campaigning

Section IV.B – Posting by Employees

- Select IRPL employees will be responsible for content creation on social media accounts. These employees will follow the quarterly Social Media Plan.
- All IRPL employees may submit ideas for content to the Marketing Coordinator.
- Employees who do not have direct access to the social media accounts may request posts with the Marketing Coordinator.
- A listing of standard responses and messages for questions, or a working FAQ, will be used and written by administrators.

Section IV.C – Posting by Patrons

By joining, utilizing and/or posting on the Library’s social media sites, you agree to comply with this Policy, and the Library’s Policy on Internet and Computer Use, as applicable. The Library’s Social Media Policy applies whether or not a patron chooses to post comments using a computer at the Library or when posting from any other computer to any Library social media site. While the Library encourages dialogue, it respectfully requests that commenters be mindful that its social media sites are open to the public and that commenters be courteous and civil toward one another.

Patrons are personally responsible for their commentary. Patrons should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary or libelous by any offended party, not just the Library.

Section V: Monitoring, Problem Resolution & Security

Section V.A – Monitoring

- An administrator must check active social media accounts at least once a day.
- The Marketing Coordinator should monitor the social media accounts on a consistent basis throughout the workday.
- Active social media accounts may be checked on the following devices: Computers owned by IRPL. Personal computer(s) of employees listed as administrators on the account. Personal tablet(s) of employees listed as administrators on the account. Authorized and synced mobile devices.
- Social media accounts may not be checked from a public computer.
- Administrators should be aware of changes to terms of service and privacy policies by social media platforms. The terms of service and privacy policies of each social media platform are available in the Marketing office.
 - Administrators should be aware that under the Facebook Page guidelines, organizations are not allowed to post contests on a personal timeline, but must use a third party application.
 - Administrators should be aware that under Facebook Page guidelines, organizations are expected to uphold the Child Online Privacy Protection Act in reference to who and who cannot be added to a social media account as a contact. (For more information, visit: https://www.facebook.com/page_guidelines.php.)

- Administrators should check to see if any updates have been made to these documents on a quarterly basis. Privacy settings on each account should be checked at this time.

Section V.B – Problem Resolution

- If an administrator’s social media post(s) continuously cause individuals confusion or problems, the administrator will have a discussion about the IRPL social media practices with the Marketing Coordinator.
- Administrators causing confusion or problems on social media accounts will schedule a supplemental training with the Marketing Coordinator.
- If a patron connected to a social media account has a complaint regarding an Ida Rupp Public Library social media account, the Director or Marketing Coordinator will handle and resolve the situation.
- In the event that an IRPL social media account is compromised or hacked, the Marketing Coordinator and IT Coordinator will work together to secure the account.

Section V.C – Security

- After using a library social media account, the administrator must log out from the account.
- Security questions should be something that no other co-worker knows about you.
- All administrators should be informed by email when changes are made to passwords, security settings and privacy settings.
- If an administrator leaves the library’s employment, the administrator will immediately be removed from the account by the Director or Marketing Coordinator.

Section VI:

The Library, its employees, agents and officials assume no responsibility for any damages, direct or indirect, arising from participation in Library-sponsored social media. Violations of this policy by employees may result in discipline, up to and including termination of employment.