

Elkhart Lake Public Library – Social Media Policy

Purpose

Social media provides a valuable and timely way for the Elkhart Lake Public Library to disseminate information about and promote library news, events, projects and services. It also serves to inspire conversation and expand the Library's connection with the community. The Elkhart Lake Public Library regards Social Media as equally important as any other venue for the dissemination of library information.

Definition of Social Media

Social media is defined as any web application, site, or account created and maintained by the Elkhart Lake Public Library.

Usage Rules

The Elkhart Lake Public Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. However, all comments, posts, and messages will be periodically reviewed and the Elkhart Lake Public Library reserves the right to, but is not required to, remove any comment, post, or message that it deems inappropriate or off-topic.

The Elkhart Lake Public Library is not responsible for or liable for any content posted by any participant in the Library's social media who is not a member of the Library's staff.

Users should have no expectation of privacy in postings on Library sponsored social media sites; by using such sites, you consent to the Library's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public. Messages can potentially be read by anyone once posted, regardless of status on Friends, Follower, or Subscriber List. The Library recommends that users do not post their personal information or contact information on social media sites.

The Library reserves the right to reproduce comments, posts and messages in other public venues; such reproduction may be edited for space or content while retaining the original intent of the post.

Content containing any of the following will be removed from any Elkhart Lake Public Library social media:

- Threatening a person
- Using profanity or abusive language
- Posting private or personal information, including phone numbers and addresses, or requests for personal information
- Posting copyrighted, trademarked, or plagiarized material
- Advertising a commercial entity, product, or service or solicitation of funds
- Posting obscene or pornographic material
- Posts unrelated to the purpose and scope of the account

The Library reserves the right to ban or block users who have posted in violation of this policy.

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In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State Law.

The Library asks that individual user complaints be addressed directly to the Library Administration so they can be addressed quickly and specifically. Social Media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs.

Individuals expressing concerns about content posted on the library's social media will be referred to the Library's *Statement of Concern about Library Resources* and the procedures outlined therein. No posts will be removed without following the approved procedure and no content should be removed upon the authority of a single staff member or administrator.

Staff Responsibility

Library staff must be aware that information they display or comments they make on library social media sites may be viewed by other users as representing official library sponsored information or comments. Therefore, in utilizing the Library's social media accounts, staff must follow the guidelines set forth below. When representing Elkhart Lake Public Library via social media, staff should:

- Always conduct themselves as representatives of Elkhart Lake Public Library.
- Comment and post relevant information that directly pertains to library programs, events and resources in accordance with the library mission.
- Not make statements about patrons, or post, transmit, or otherwise disseminate confidential patron information.
- Not represent postings as official Elkhart Lake Public Library opinion or policy unless this has been clearly approved by the library director.
- Not conduct political activities or personal business
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.
- Posts and comments that violate the usage rules should be referred to the Library Director for determination
- Complaints about library social media content should be referred to the Library Director for follow up. The Library Director may refer them to the Library's *Statement of Concern about Library Resources* policy.

Adopted by Elkhart Lake Public Library Board
August 10, 2020