4 - Social Media Policies

4.1 Purpose

The Georgia Public Library utilizes social media tools to promote and communicate library services and collections, disseminate information about the Library, and create a space for community interaction and discussion.

4.2 Definition

"Social Media" is defined as any web-based platform that allows for sharing information. This includes, but is not limited to, social networking sites, blogs, media sharing sites, message boards and forums, and wikis. Examples of social media sites include: Facebook, Instagram, X, LinkedIn, YouTube, and WordPress.

4.3 Privacy Policy

The Library does not collect, maintain, or utilize user information (name, date of birth, contact information, etc.) available from third-party social media sites, unless users grant permission for the Library to do so. However, users should have no expectation of privacy when publishing content on library-sponsored social media sites. By publishing content on these sites, users consent to the Library's right to access, monitor, and share this content. Users should be aware that third party websites have their own privacy policies and should utilize those sites at their own discretion.

4.4 Usage Rules

4.4.1 Public Users

Interactions with users by way of comments, posts, and messages are welcome and encouraged on the Library's social networking sites. All interactions will be regularly reviewed for content and relevancy. User input that includes any of the following will be removed and the user will be barred at the discretion of the Library Director from subsequent social media activity:
- Personal attacks, insults or threatening language
- Obscene, sexist, or racist content
- Potentially libelous statements
- Falsification of identity
- Plagiarized or copy-written material
- Private or personal information published without consent

- Irrelevant content
- Commercial promotions or spam
- Organized political activity

The Library reserves the right to edit a published material for space or content, while retaining the intent of the original post, and reserves the right to reproduce it in other public venues, such as a brochure, newspaper, or the Library's website. Identifying information will be removed unless prior approval is granted by the user. By publishing content on library-sponsored social media sites, users agree to indemnify the Library of liabilities, judgments, and damages.

4.4.2 Staff

Social media accounts for the Library are administered by the Library Director. The Library Director will organize and maintain account credentials and create social media profiles in compliance with the Georgia Public Library Social Media Policy. As new social media platforms and/or tools emerge, they will be reviewed by the Library Director for inclusion on a case by case basis.

Library staff should consider the American Library Association Code of Ethics when using social media. Interactions on social media must protect confidential information with privacy laws and respect copyright and other legal rights. Library staff must adhere to the same usage rules as outlined for the public above. Staff members contributing to library social media should remember that they are representing the Library when publishing content.

The Georgia Public Library respects the right of library staff to engage in social media activity for personal use. However, it is important that personal use of these sites does not damage the Library's reputation, its employees, or its patrons and community members. Library staff should exercise care in setting appropriate boundaries between their personal and public online behavior, understanding what is private in the digital world often has the possibility of becoming public, even without their knowledge or consent. The Library strongly encourages all employees to carefully review the privacy settings on any social media sites they use and exercise care and good judgment when publishing content on such sites.

When using social media sites, employees may not include minors from the community in their online connections (friends, followers, or any other terminology used by social media sites). As well, employees may not interact (message, chat, etc.) with minors from the community via personal social media sites. However, in the case of familial connections, these types of behaviors are permitted. See also the Town of Georgia Social Media Policy.