

# **SOCIAL MEDIA POLICY**

## **Purpose**

The Independence Public Library (Library) is committed to serving the community and increasing awareness of opportunities provided through the library. The Library believes that by participating in Social Media we are more accessible to our library users, can better promote library services and resources, and more easily reach the user where they are.

Social Media is defined as any web application, web site, or web account created and/or maintained by the library that facilitates an environment for library staff and library users to share opinions and information about library-related subjects, events or issues. The Library recognizes and respects differences in opinion. This policy governs public use of these tools ~~for any purpose~~.

## **Scope**

This policy applies to all patrons, whether registered with the Library or not.

## **Policy**

The Library regards online Social Media in the same way as its other information resources and communications. The Library does not act in place of or in the absence of a parent, nor is it responsible for enforcing restrictions which a parent or guardian may place on a minor's use of this resource.

## **Content**

Publicly posted information will be professional and reflect positively on the Library as well as the City of Independence, its staff, volunteers, and services. Staff shall check facts, cite sources, present balanced views, acknowledge and correct errors, and check spelling and grammar when publishing any posts.

## **Posted Content from the Public**

The Library reserves the right, in its sole discretion, to modify or remove any messages or postings in any format that:

- use offensive language or hate speech
- are deemed to be abusive or defamatory
- violate copyright or intellectual property right of any third party
- promotes or advocates illegal activity
- are considered to be spam or commercial in nature
- are off topic or inappropriate
- contain private, personal information published without consent
- are organized political activity

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The Library is not obligated to take any such actions, and will not be responsible or liable for content posted by any participant in a Library-sponsored social networking service.

The Library shall be granted the right to reproduce comments, posts, and messages in other public venues. For example, a response to a Facebook post may be quoted in a newspaper or on the library website. Identifying information, other than first name, will be removed unless prior approval is granted by the user.

### **Disclaimer**

**Independence Public Library participation in online social networks does not constitute endorsement of the content or views expressed by the participants, including staff. The library is not liable or responsible for content posted by any participant or for any event or interaction that takes place through any social network.** ~~The opinions expressed on library social media sites do not necessarily represent the official views of the Independence Public Library.~~

### **References**

This policy was adapted from social media policies from the Cumberland County Library System (Carlisle, PA), the Messenger Public Library (North Aurora, IL), the Whitman Public Library (Whitman, MA), and the Ames Public Library (Ames, IA).