

Social Media Policy

Kaukauna Public Library participates in several different platforms of electronic communication including but not limited to Twitter, Facebook, Instagram, and Pinterest, as well as newsletters supported by third party software, and a website via an owned domain. The library acknowledges that new social media tools continue to emerge, which may have a useful application in a library setting. The library maintains a social media presence to engage with the community, share information, and promote services and programs. Content on social media is permanent, retrievable, and public.

Kaukauna Public Library does not own most of the communication platforms it uses, nor does it regularly pay for use of platforms either. As such, the official public-facing communication of the Library comes from face to face interactions with staff, telephone conversations on our registered business line, and from @kaukauna-wi.org emails. As such, communication responses from social media platforms (i.e. Facebook) and inquiries generated to our generic email account (kaulib @kaukauna-wi.org) are not monitored regularly, nor are they acknowledged as a primary communication source for Kaukauna Public Library. The Library cannot answer account questions, which would require identifiable information to be exchanged on unsecure accounts.

Kaukauna Public Library does not endorse the advertisements on any social media pages except their own, nor do they express the views or positions that advertisers or even social media owners express on social media.

The Kaukauna Public Library does archive social media platforms, specifically Facebook and Instagram, through a third-party service. There is no expectation of privacy in postings on library sponsored social media sites. The Library will not hide or delete comments unless they are pure spam, or contain profanity/vulgarity with no inherent political expression. The library respects first amendment rights and is not responsible for user-generated content. A posted comment is the opinion of the user only; libelous or defamatory comments are also the responsibility of the user. Posted comments by users do not imply endorsement or signify agreement by Kaukauna Public Library. The Library is also not responsible for enforcing restrictions, which a parent or guardian may place on a minor's use of this resource.

In best practice, comments to our social media should:

- Adhere to the rules of our Appropriate Use Policy.
- Stay on topic.
- Not be spam posts or duplicated spam posts.
- Not contain threats directed at the library or library staff members.
- Should not include personal information or the sharing of another individual's personal information.
- Follow copyright law and trademark law.
- Not contain profanity/vulgarity with no inherent political expression.
- Follow federal, state, and local laws.

The Kaukauna Public Library reserves the right to remove, ban, restrict or block users from library social media temporarily or permanently, at the discretion of the Library Director. Any block will follow the Kaukauna Public Library Ban Policy. Users may be banned for repeated or

significantly inappropriate interactions with library social media including, but not limited to: threats against the library or library staff, the creation of multiple accounts or fake accounts to circumvent bans, repeated spamming, or inappropriate behavior, which violates the library Appropriate Use Policy, or after any physical bans from the premises.

Since the Library uses social media to promote services and programs, library staff may photograph and record programs and events for library publicity and promotional purposes, which may end up on social media. Patrons who do not wish to be included may tell library staff, who will respect their wishes.

City of Kaukauna staff are responsible to adhere to the Social Media Guidelines in the Employee Handbook. Library staff may not establish a work related social media account without the authorization of the Library Director. The Library Director is responsible for managing access to those accounts, can remove staff from accounts at any time, and will remove staff that have separated. Whenever possible, library social media accounts will use the generic library email or the Director's email. All passwords must be stored in the administrative network.

Library staff with access to Library social media accounts will:

- Add content and respond to comments or messages only when asked to by the Library Director, Assistant Director, Communications Coordinator, or professional librarian on staff.
- Post content that follows City of Kaukauna and Kaukauna Public Library branding requirements.
- Post content that follows all Kaukauna Public Library policies.
- Ensure that content posted does not infringe upon copyright.
- Allow customer service complaints or issues to only be responded to by the Director.