

Title: Digital Media Policy Chapter: Administrative Management Approved By: Library Board of Trustees	Document Type: Policy Document Number: 6.05 Original Effective Date: 9/24/2020 Date of Last Revision: 9/24/2020
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Digital Media Policy

1. Mead Public Library's digital media outlets support our mission of connecting people with ideas, resources and technology to educate, entertain and empower and are among the library's primary means of communicating with the public about our services.
2. Digital media is defined as websites, social media accounts, newsletters, blogs and other digital communication tools utilized by the library. Content that is posted on Library-sponsored social media sites may be subject to state and federal public records statutes and records retention requirements.
3. Mead's digital media accounts are maintained by the library's **Communications Marketing** Specialist, who is responsible for ensuring brand standards are met and appropriately tailored to all platforms. The Library Director and IT Specialist also have access to these accounts to serve as a backup to the **Communications- Marketing** Specialist.
4. The Library's digital 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 digital media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on social media accounts.
 - a. Comments and posts from the public are encouraged on these platforms but those that fall within any of the following categories will be ~~deleted or~~ hidden by library staff and will lead to a warning being issued to the user as to why the action was taken.
 - b. 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, shall be retained pursuant to the records retention schedule. Content and comments on the Library's digital media accounts containing any of the following forms of content and postings shall not be allowed:
 - i. Obscenity or child pornography
 - ii. 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.
 - iii. Slanderous, libelous, threatening or defamatory statements.
 - iv. Copyrighted or trademarked material.
 - v. Spam.

- vi. Content not related to Library business, programs, events, resources and materials.
- vii. Advertising or sale of merchandise or services; or
- viii. Charitable solicitations or political campaigning

~~Egregious or repeated violations will be grounds for the user to be banned from posting on the Library's digital media accounts. Any user that is banned from posting or commenting will be notified and given the opportunity to appeal the decision. Appeals must be submitted in writing and will be considered by the Communications Specialist, whose recommendation will be sent to the Director, who will then notify the individual of the decision.~~

~~If the individual is not satisfied with the response, they may submit a written request within 30 days of the library's decision for a review by the Library Board.~~

9/17/25 - Updates recommended by Deputy City Attorney Liz Majerus via email sent on August 7, 2025 to Library Director Garrett Erickson