

WEBER COUNTY LIBRARY SYSTEM

Board of Trustees

LIBRARY SOCIAL MEDIA PLATFORM POLICY

Purpose and Scope

The purpose of this policy is to establish a set of criteria to be maintained on any social media platforms utilized by the Weber County Library System. The Library's social media guidelines seek to establish standards that will:

- support the mission, goals, and principles of the Library;
- assist staff in developing content that complies with Library policies, procedures, and local, state, and Federal laws; facilitate the official business of the Library; and
- provide the public with general guidelines for posting on the Library's social media pages.

In keeping with the Library's mission, "to provide access to a rich amalgamation of relevant information resources, programs, and services, enabling users to make meaningful decisions in their lives and participate as full-fledged members of our democratic society," Library social media pages will organize and provide access to materials and resources that are integral to the intellectual goals and information needs of the community.

Social media is defined as any Web site, application, or tool that allows users to share information and resources. Social media can include, but is not limited to, blogs, social networking sites, wikis, and smart phone applications. Social media sites and applications allow access to many of the Library's virtual resources, enhancing patrons' online experience.

STAFF CONTENT

- Content should be appropriate to the mission of the Library.
- Terminology, links, and appearance are to be consistent across the social media platforms.

- Library staff must secure permission when including copyrighted or trademarked material such as text, photographs, audio, video, graphics, or company names or logos, and include a permission statement or disclaimer as required by the owner.
- Links from a Weber County Library page to any non-Weber County Library site do not imply Library endorsement of the site's products or services. See also the *Linking to External Web Sites Procedure*.
- When not time sensitive, all entries must be proofread and approved through established channels before being published on social media platforms. All time sensitive postings must be approved by a division manager.

PATRON CONTENT

Comments, posts, and messages are welcomed on the Weber County Library System social media platforms. While the Library recognizes and respects differences in opinions, all interactions will be routinely monitored and reviewed for content and relevancy. Postings, which contain any of the following, will be removed from the Library's social media platforms:

- Obscene, racist, or sexist content
- Personal attacks, insults, threatening language, or submitting deliberately provocative posts with the aim of soliciting an angry response (trolling)
- Commercial promotions or spam
- Hyperlinks to material that is not related to the discussion
- Plagiarized or copy-written material
- Personal information published without consent
- Comments unrelated to the content of the forum
- Organized political or religious promotions or proselytizing
- Libelous or slanderous statements
- Images or graphics that fall into the above mentioned categories

The Weber County Library System reserves the right to edit, modify, or delete any postings or comments at any time if they are deemed inappropriate or in violation of Library policy. After a warning for inappropriate comments, posts, or other conduct, Weber County Library System reserves the right to permanently block a user from Library social media platforms. Participation in Weber County Library social media services implies agreement with Library policies,

including its *Library Social Media Policy* and *Weber County Library Board of Trustees Internet Access Policy*. If a user does not agree to the terms of the *Library Social Media Policy*, they are not to interact on Library-sponsored social media services.

The role of social media platforms will be evaluated regularly by Library staff and service may be terminated at any time without notice to subscribers.

PRIVACY

The Library does not collect, maintain, or otherwise use any personal information stored on any third party social media sites. Many social media platforms allow users of those sites to associate their own profiles or virtual presences with the Library's profile on these platforms. The Library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these resources.

LIABILITY

The Library's social media sites link to other sites on the Internet. The Library does not assume responsibility for those information resources housed *outside* of the Library on the Internet. The Weber County Library does not guarantee the accuracy, reliability, or timeliness of any sites linked to on social media sites, nor endorse any content, viewpoints, products, or services linked from social media sites, and shall not be held liable for any losses caused by reliance on the accuracy, reliability, or timeliness of such information. Portions of such information may be incorrect or not current. For further clarification, please refer to the *Weber County Library Board of Trustees Internet Access Policy*.

Approved: 11/20/2012