

**MIDLOTHIAN PUBLIC LIBRARY
SOCIAL MEDIA POLICY**

I. PURPOSE

Social media, defined here as any web-based interactive platform via which individuals and communities create, share, and modify user-generated content, are used by the Midlothian Public Library for the purpose of enhancing its communication with the general public. Social media includes but is not limited to social networking sites like Facebook, micro-blogging tools such as Twitter, and audio-visual sharing sites such as YouTube.

II. RESPONSIBILITY

- A. The Library Director and the IT Manager will be the managing authorities. All social media accounts are created only with permission from the Library Director. Similarly, changing the names, passwords, and settings of the social media accounts may only be done by the Library Director or IT Manager.
- B. Designated staff members alone may post content to social media accounts bearing the name of Midlothian Public Library. Staff members with social media posting privileges will be designated by the Library Director or IT Manager.

III. CONTENT

- A. Where possible, each social media page should clearly indicate that it is maintained by the Midlothian Public Library, prominently display library contact information, link to the library website, include the library logo and mission statement, and contain an online link to this policy.
- B. Appropriate content for staff to post includes, but is not limited to:
 - 1. News about library events, programs, collections, and services;
 - 2. Education of the public in the use of library resources;
 - 3. Information about library trends or technologies;
 - 4. Promotion of lifelong literacy and learning;
 - 5. Notice of program cancellations or service disruptions;
 - 6. Library policies and procedures or changes thereto;
 - 7. Discussions of books and other media, including reviews, reading lists, and other media advisory activities;
 - 8. Advertisement of employment and volunteer opportunities at the library;
 - 9. Publicity of the activities of official agencies of the Village of Midlothian and other educational, cultural, or civic groups which are compatible with the mission of the library.
- C. When representing Midlothian Public Library via social media, personnel shall:
 - 1. Conduct themselves at all times as representatives of Midlothian Public Library, and accordingly, adhere to all associated standards of conduct;
 - 2. Identify themselves by name as library personnel;
 - 3. Not make statements about patrons, or post, transmit, or otherwise disseminate confidential information in violation of the Library Records Confidentiality Act (75 ILCS70/1-2.)
 - 4. Not represent postings as official library policy unless this has been clearly approved by the Library Director;
 - 5. Not conduct political activities or private business.

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- D. Library personnel shall observe and abide by all copyright and trademark restrictions in posting materials on social media.
- E. Library personnel shall observe and abide by the Program Participant's Consent Policy when sharing photos or videos of program participants on social media.
- F. The Midlothian Public Library has no affiliation with any advertisements or material posted by third party sites or software found on social media sites and is not responsible for third party content.

IV. PUBLIC TERMS OF USE

By choosing to comment on Midlothian Public Library social media sites, public users agree to these terms:

- A. Public users have no expectation of privacy in postings on Library sponsored social media sites, and by utilizing these sites, users consent to the Library's right to access, monitor and read any postings on the sites.
- B. Comments are moderated by library staff and the library reserves the right to not post or to remove comments that are inconsistent with the purpose of the social media policy, including, but not limited to:
 - 1. Plagiarized material;
 - 2. Copyright violations;
 - 3. Off-topic comments;
 - 4. Commercial material or spam;
 - 5. Duplicate posts from the same individual;
 - 6. Comments containing vulgar, obscene, excessively violent, or sexually explicit language or images;
 - 7. Derogatory or defamatory comments against any race, ethnicity, religion, sexual orientation, disability, or other protected class of individuals;
 - 8. Personal comments about individuals, including attacks, insults or threatening language;
 - 9. Private, personal information published without consent;
 - 10. Organized political activity.
- C. The library reserves the right to ban or block users who have posted in violation of this policy.
- D. By posting on the library's social media sites public users give the library permission to reproduce comments, posts, and messages in other public venues.
- E. The library's social media resources may be considered public records, and as such, may be subject to public records laws and the State of Illinois records retention schedule.
- F. The library will only use the personal information stored on any third party social media site to communicate with users on that site.

Adopted 4/2018