

INDIAN RIVER AREA LIBRARY

Social Media Policy

1. STATEMENT of PURPOSE

It is the policy of the *Indian River Area Library* (“IRAL”) to ensure effective promotion of the IRAL services, resources, and events, and to ensure a reputation for outstanding community engagement and customer service on social media. The purpose of the social media accounts is to enhance accessibility to Library patrons; to promote Library services, resources, programs, and events with responsiveness and professionalism; and to maintain a positive image.

Social media is defined as electronic communication through which users create online communities to share information, ideas, personal messages, and other content. Social media would include any webpage or app through which the Library has an account and interacts with others. The role and effectiveness of social media sites will be evaluated periodically by Library administration and employees, and may be terminated at any time without notice to subscribers.

2. SCOPE of POLICY

This policy shall apply to all users of the *Indian River Area Library*’s social media pages, including the general public, Library patrons, employees, and the Library Board. This policy only applies to official IRAL social media accounts and does not apply to any employee or Board member’s personal social media accounts.

3. CONTENT

Designated Library employees will have access to IRAL’s social media accounts to post and moderate content including but not limited to:

- A. Notice of Library events, meetings, and programs;
- B. Notice of community events;
- C. Photographs and videos from the above;
- D. Links to articles, videos about libraries, publishing, books, reading, and other literacy-related content;
- E. Information about Library resources and services;
- F. Spotlighting special collections or new additions to collections.

4. USEAGE RULES

The Library operates and maintains social media sites as a public service to provide information regarding Library services, programs, materials, events, and activities. Although the Library welcomes comments, posts, and messages of other social media users that relate to the Library and

recognizes and respects differences in opinion, the social media sites are limited public forums subject to review by Library staff members. The Library reserves the right to (but is not required to) remove any comment, post, or message that it deems in violation of the **Social Media Policy**. By posting a comment, individuals agree to:

- A. Privacy: Users should have no expectation of privacy when commenting on Library posts or tagging the Library. Comments and posts may be read by anyone once posted, regardless of one's friends, followers, or subscribers list. The Library advises users against posting their personal or contact information on social media sites. Comments and posts may also be subject to disclosure under the **Freedom of Information Act**.
- B. Library's Rights: The Library reserves the right to reproduce comments and posts tagging the Library in other public venues (e.g., testimonials). Reproductions of this nature may be edited for space or content, but the original intent of the comment or post will be maintained. Authorship will always be credited if known.
- C. No Endorsement: The Library is not responsible for the content of posts made by third parties, including patrons, reviewers, advertisers, and others who may post comments. Public posts by third parties do not reflect the position of the Library, its employees, or any individual Board member.
- D. Unauthorized Content: To ensure a healthy, safe space to discuss Library services, resources, and events, content containing any of the following may be removed immediately from any Library social media forum:
 - a. Obscene, illegal, sexually harassing, threatening or abusive speech, or nudity in profile pictures, posts, comments, or links.
 - b. Any post that affects the safety of IRAL, its property, patrons and staff, or creates a hostile work environment.
 - c. Private or personal information, including phone numbers and addresses, or requests for personal information.
 - d. Any statement made by a user under a false name or any falsification of identity.
 - e. Comments, links, or information unrelated to the purpose of the limited public forum.
 - f. Spam, viruses, malware, or any other destructive program, script, or code.
 - g. Any postings that would violate the Michigan Campaign Finance Act, the Library Privacy Act, or other Michigan or federal laws, including any information deemed harmful to minors.
 - h. Any comment, post, or other content that violates any person's intellectual property rights, including but not limited to violations of the Copyright Act.
 - i. Any post that violates Library policy.
 - j. Any images, links, or other content that falls into the above categories.
 - k. Any document, information, or image that would be considered a Library record that is posted without permission of the patron or person identified in that record. For example, no picture of a Library program shall be posted without permission of every person in that picture.
 - l. Posts with random or unintelligible text; multiple, off-topic posts; or repetitive posts that are copied and pasted.
- E. Third Party Usage Rules: In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate federal and state law.

5. VIOLATIONS and APPEALS

The Library reserves the right to ban or block users who have posted in violation of this Policy or to delete posts or comments. To the extent the Library has sufficient contact information, the Library will contact users who have been blocked or whose content is deleted to explain the issue and notify the person of the action. Any person who has been blocked or whose post or comment has been deleted has the right to appeal that decision to the Library Board. The appeal shall be sent to the Library Director within ten business days of the (1) decision to block or ban or (2) deletion of the post or comment, whichever is applicable. The Library Board shall decide the appeal.

6. GENERAL COMPLAINTS

The Library asks that individual user complaints be sent directly to the Library Director or their designee so that they can be addressed efficiently. Social media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence IRAL policy, procedures, or programs.

By posting a comment, individuals agree to indemnify *Indian River Area Library* and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by, arising out of, or related to the content posted.