

## **Policy No. 34**

### **Social Media Policy**

#### **Purpose**

Social media provides a valuable and timely way for the Weldon Public Library District to distribute information about and promote library news, events, projects and services. It also serves to inspire conversation and expand the Library's connection with the community.

#### **Definition of Social Media**

Social media is defined as any web application, site, or account created and maintained by the Weldon Public Library District.

#### **Usage Rules**

The Weldon Public Library District welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. However, all comments, posts, and messages are subject to reviewed and the Weldon Public Library District reserves the right, but is not required to, remove any comment, post, or message that it deems inappropriate.

Any content that remains are the sole opinions of their owners and do not reflect the official views or policies of Weldon Public Library District. The Library is not responsible for, or liable for, any content posted by any participant in a Library social media forum who is not a member of the Library's staff.

Users should have no expectation of privacy in postings on Library sponsored social media sites; by using such sites, you consent to the Library's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public. The Library recommends that users do not post their personal information or contact information on social media sites.

Content containing any of the following will be removed immediately from any Weldon Public Library social media forum:

- Substantially off-topic or unrelated to the original post
- Using defaming, demeaning, vulgar, offensive, threatening, or harassing language
- Designed to advertise, promote or solicit for any business, commercial transaction or non-government service
- Fraudulent, including impersonating someone else or misrepresentations
- Chain messages or obvious spam
- Promoting or opposing current ballot questions or persons seeking office unless directly related to a Library program, event or resource

- Private or personal information, including phone numbers and addresses, or requests for personal information
- Any images, links, or other content that falls into the above categories

The Library reserves the right to ban or block users who have posted in violation of this policy.

## **Employee Use**

When staff uses social media, behavior and content is not only a reflection of the staff member, but also of the Library. This policy complements, rather than overrides, any existing requirements that staff act professionally, respectfully, and honestly.

Employees may participate on social media sites while on work time if they have an authorized business need and it is approved by the Library Director in advance.

Employees are prohibited from creating new social media accounts without prior approval. Decisions regarding new social media outlets and accounts are made by the Library Director who shall oversee all such accounts. All content is subject to being reviewed, edited or deleted by the Library Director.

Employees cannot post photographs of library events, other employees, patrons or representatives engaged in the Weldon Public Library District's business, or library products/services, unless employees have received Weldon Public Library District's and/or subject patron's explicit permission.

All library-sponsored social media accounts must have a minimum of two administrators. Staff who wish to contribute content or participate in the library's social media accounts should contact the Library Director, who will review guidelines and training with the staff member.



Board President

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