

Social Media Policy

Purpose Statement

The purpose of the West Branch Public Library's social media sites is to inform library users about educational opportunities, library programs, events (including those co-sponsored with other organizations) and materials, and to encourage dialogue and the exchange of information and knowledge between users and Library staff.

Introduction

- "Posting" shall mean any writing, image, video, download, audio file, and hyperlink to other websites, or media which is downloaded, referenced, inserted, or placed upon any library social media site.
- "Social media site" shall include any online forum/site, web application or account created and/or maintained by the library or its staff, which permits users to communicate with others through postings.

Disclaimers and Ownership

By joining, utilizing and/or posting on the library's social media sites, you agree to comply with this Policy, and the West Branch Public Library's Policy on Computer Use, as applicable.

Library employees are subject to this policy to the extent they identify themselves as a library employee (other than as an incidental mention of place of employment in a personal blog on topics unrelated to the library), and post on a library-maintained social media site. Wherever practical, library employees should use a disclaimer saying that while they work for the library, anything they publish is their personal opinion, and not necessarily the opinions of the library.

The library is not responsible or liable for the content of postings by individuals employed by the library, or third parties not affiliated with the library, on any library-sponsored social media site. Postings do not necessarily reflect the opinions or positions of the library, its employees, or its Board of Trustees.

Users should have no expectation of privacy in postings on library-sponsored social media sites, and by utilizing these sites, they consent to the library's right to access, monitor and read any postings on the sites. By posting on the library's social media sites, an individual gives the library permission to use their name, profile picture, and the content of any posting they make without compensation to them or liability on the part of the library.

The library's social media sites may be considered public records under Iowa Public Records laws. If requested, the library may be compelled to disclose public records to third party requestors. The library in its sole discretion shall determine whether postings on its social media websites are public records and whether exemptions from disclosure apply.

Rules and Guidelines

Postings which the library, in its sole discretion, deems unpermitted under this policy, may be removed in whole or in part by the library or its agents immediately upon discovery by the library (or its agent) without prior notice. The library reserves the right to terminate accounts, ban or block users who have posted in violation of this policy on more than one occasion. Users may report violations of the library's social media policies by emailing staff@wbpl.org. Screen captures of offending posts will be kept as record by the library director.

Examples of postings not permitted include, but are not limited to:

1. Advertisements;
2. Unsolicited bulk messages (spam);
3. Postings which contain obscene matter;
4. Disparaging, harassing, abusive, profane or offensive postings;
5. Postings that are hateful, threatening, pornographic, that contain graphic or gratuitous violence;
6. Potentially libelous or defamatory postings;
7. Postings which contain privileged, proprietary, or confidential information about any person, business, or entity, including, without limitation, patrons, vendors, the library or library partners;
8. Postings which violate or potentially violate local, state, or federal laws, including, without limitation, intellectual property and copyright laws;
9. Posting which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed, or ancestry;
10. Postings which are sexually harassing, including, without limitation, epithets, slurs, negative stereotyping, sexual rumors that show hostility toward individuals based on gender, derogatory comments about individuals' body or appearance, unwelcome sexual compliments, innuendos, suggestions or jokes.
11. Postings which reference a third party without their knowledge or consent, which the third party finds offensive or an invasion of their privacy.

Reviewed 08/20

Revised 01/19

Revised 01/16

Created 11/12