

DRAKE COMMUNITY LIBRARY SOCIAL MEDIA POLICY

Drake Community Library (DCL) uses social media to advance the Library's mission as a community doorway to information, resources, and lifelong learning and a center for people, ideas and culture. These tools help broaden awareness of the wide range of library resources, programs and activities.

DCL social media is broadly defined as any web application, site or account created and maintained by the Library which allows users to share or obtain information.

The content of our social media will be created by DCL staff or supervised designees. Much of the content will relate to libraries, books and other library related materials; as well as to library programs, events, photos and/or images, or special topics that the Library is discussing or promoting. Positive interaction with community members will be promoted on our social media to foster an atmosphere of education and learning.

I. Rules for Posting

Social media posts should be positive in tone and should reflect the values and principles of the Library rather than personal opinions.

A. Knowledge or consent of third parties will be sought prior to referencing of any individuals by name or description.

B. Staff should respect patron and co-worker privacy and refrain from posting identifiable information or comments regarding a library user or co-worker without prior knowledge or consent.

C. Images of children under the age of 18 that would enable them to be identified will not be posted without knowledge or consent of their relevant parent or guardian.

D. Staff should consider whether it is appropriate to post an opinion or commit oneself or the Library to a course of action. Prior approval will be sought if there is any question regarding the content of a potential post.

II. Rules for Commenting

The Library is not responsible for the content of comments made by third parties, including customers, reviewers, advertisers, etc. Public comments by third parties do not necessarily reflect the positions of the library, its employees, or the City of Grinnell.

Comments are moderated by library staff and the Library reserves the right to remove comments that are unlawful or off topic. Violation of the Social Media Policy may result in warnings or exclusions according to the Library Behavior Policy.

A. Complaints or negative comments should not be deleted, but should be engaged like any other patron complaint. Staff may move the discussion to a private venue such as chat or messaging.

B. Comments containing the following are against library rules and will be deleted before posting or removed by library staff:

1. Copyright violations
2. Off topic comments
3. Commercial material/spam
4. Duplicated comments from the same individual
5. Obscene comments
6. Specific and imminent threats
7. Libelous comments

By choosing to comment users of media agree to these rules.

III. **Administrative Rules**

The Library director or a manager of a department may assign an employee or employees to manage social media accounts.

A. Under management supervision a work-study student or library intern may also create social media content.

B. A member of library management and/or IT will be added as an account administrator in order to ensure continuity of access.

C. If an account administrator leaves the library's employment, that administrator will be immediately removed from social media accounts.

The Drake Community Library's Social Media Policy is part of the library's overall policy structure and should be interpreted in conjunction with other existing policies.