

Policy 420 Social Media

Introduction

Social media is a valuable and affordable tool for communicating information about Library-related topics and events. The Sugar Grove Public Library (SGPL) supports participation in social media efforts to promote the services and resources of the Library, support the sharing of responsible community information, and highlight events of interest that are in accordance with the Library mission and values. The Library Code of Ethics is applicable to all forms of social media usage.

Social media may be defined as, but not limited to: blogs, micro blogging, self-published online journals, collaborative web-based discussion forums, and other forms of online broadcast communications.

A. Employees utilizing social media:

1. May not reveal or discuss confidential work-related matters via social media.
2. May not use social media to harass, threaten, malign, defame, or discriminate against other employees, Trustees, or the SGPL as a whole.
3. May engage in responsible utilization of social media for communication and information about library-related topics and/or for the benefit of SGPL as assigned.
4. Should always use professional behavior and respectful communications when posting or responding to comments regarding SGPL.
5. Social media platforms are private platforms, and may have other applicable regulations with regards to content.
6. Library staff who participate in non-SGPL social media forums must not represent their statements as reflective of official Library policy. Staff who maintain personal blogs on library-related issues should include a disclaimer that the views expressed by the author are the author's alone and do not represent the views of the Sugar Grove Public Library District.

B. Sugar Grove Library sponsored social media:

1. Only employees designated by the Library Director may officially represent SGPL through social media.
2. SGPL social media sites/platforms are solely administered by employees of the Library.

Designated employees are responsible for ensuring that all SGPL-sponsored social media conforms to guidelines listed below. These employees are authorized to immediately remove any content that violates the guidelines.

3. SGPL reserves the right to remove or moderate content from Library-sponsored social media if it:

- Is obscene or offensive
- Abusive, harassing, inflammatory, profane, threatening, or violent language
- Plagiarized materials
- Contains personal or private information submitted without consent
- Violates any local, state, or federal law
- Is not in accordance with the SGPL Patron Code of Conduct
- Contains advertising or sale of merchandise or services, charitable solicitations, proselytizing, or political campaigning.
- Appears to be attacking, trolling, or maligning the content and intent of the posting as violates the mission of sponsored social media
- Comments or links unrelated to Library events or services
- Unauthorized use of the Library's identity
- Duplicate posts by the same individual
- Inducement or incitement to engage in any activity that violates federal, state, and local laws, ordinances, or regulations, including library policies.

C. Posting by the Public on Social Media and Restrictions

The Library's social media pages are limited public forums. The Library may permit members of the public to comment on Library posts or may disable this feature on any or all Library accounts at any time for any reason. Posting by the public on the Library's social media sites does not indicate Library endorsement of the ideas, issues, or opinions expressed in those posts. All comments and/or posts made by the public are subject to Library moderation.

All social media posts and public comments are subject to the Freedom of Information Act. Negative posts from the public on social media sites should only be removed if they violate the Library's Patron Code of Conduct. Content that violates the Code of Conduct and is subject to removal, shall be retained by saving a screenshot of the comment along with a memo to the file that describes the reason the specific content was deleted. Content may also be retained through the use of the Library's third-party archiving software. This should be retained pursuant to the Illinois Records Retention Act.

D. Library Use of Social Media

SGPL utilizes social media in order to promote resources, events, services, and to connect to the community. Photographs and other media opportunities may take place on Library grounds, in programs, or at other sponsored events.

Patrons identified by name in social media posts must have given permission for the Library to use their name/s. A patron may opt out of social media participation by speaking with a staff member who may be taking photographs or recording an event.

Images from events may be utilized on SGPL social media platforms without express permission; staff members will make every effort to inform patrons that images are being recorded.

E. SGPL Board of Trustees Social Media Use

Members of the Board of Trustees are encouraged to participate in and promote Library events and communications via their own personal social media accounts or via commenting on SGPL social media platforms.

Trustees utilizing social media:

- May not reveal, share, discuss, or confirm confidential/private SGPL-related matters through the use of social media.
- May not use social media to harass, threaten, malign, defame, or discriminate against employees, other Trustees, or the Library as a whole.
- Should always use professional behavior and respectful communications when posting or responding to comments regarding the Library or Library related matters.
- Should not appear to speak for the Board or Library as a whole, and shall state that opinion expressed are their own when responding to comments or questions about the Library.
- May not intentionally or negligently post incorrect or incomplete information.
- Shall make every effort to correct a record/post when misinformation about SGPL has been posted/shared.
- Should refer questions or comments concerning Library administration, operations or staff to the Library Director when at all possible for further information or a response.
- May not violate the Open Meeting Act of Illinois through utilization of social media platforms.

F. Consent

Participation in Sugar Grove Public Library District social media services implies agreement with this and all other library policies.

G. Parental Responsibility

The Library does not act in the role of parent and bears no responsibility or liability with regard to use of library-related social media by minors. It is the responsibility of parents to monitor their children's use of social media.

H. Situations Not Covered

Any situation not specifically covered in this statement of policy will be resolved by the Executive Director and may be reviewed by the Library Board of Trustees.