



## **Lansing Community Library Social Media Policy**

### **Purpose**

To establish rules, procedures and best practices for the use of social media websites and social media resources for the Lansing Community Library (LCL). Social media refers to a website or application external to the LCL that permits sharing of information between people. This includes social networking applications, blogs, collaborative information and publishing systems, video- and photo-sharing websites (e.g., Facebook, Twitter, etc.) and other websites with user-generated content. It includes:

- Material created by the LCL and maintained by library staff.
- Material created by library staff on sites hosted and created by the library.
- Material created on other social media sites when acting as a library employee.
- Material created by outside partners for posting on an LCL social media site.
- A person or third-party who places postings, commentary or other content on a LCL social media account or space.

### **Procedures**

- The Library Director will be the managing administrator. All social media accounts are created only with the permission of the Library Director. Similarly, changing the name, passwords, avatar, profile pictures and other settings to the social media accounts must be approved by the Library Director.
- All content is subject to being edited or deleted by the Library Director or authorized account administrator.
- Each social media platform should be linked to the LCL's official website.
- Content on all social media platforms provided by staff and visitors shall be monitored and updated routinely by approved library staff. Daily monitoring of social media platforms is expected in order to preserve the professionalism and integrity of the sites.

## **Staff Responsibilities**

When posting material and comments on social media, LCL staff will:

- Always conduct themselves with professionalism and integrity as an online representative of the LCL.
- Comment, Like and Share pages and posts from member libraries and other community organizations.
- Post from reliable sources and conduct proper research prior to posting.
- Not represent any posting or statement as official policy unless it has been explicitly approved by the Library Director.
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials.
- Not make statements about patrons or post, transmit or otherwise disseminate confidential information.
- Not conduct personal business or activities on library social media accounts.
- Staff will not spend an inordinate amount of time on social media resources. This will be monitored by the Library Director or direct supervisor.
- Library staff are allowed to include LCL as their employer on social media, but not to act on behalf of LCL on personal channels.

The following content is appropriate for posting by library staff. Content will be posted in accordance with a schedule determined by the Library Director.

- Notices of upcoming meetings, programs or events.
- Information about system services, trends or technologies.
- Promotion and reposts from credible related library affiliates.
- Press releases.
- Job postings.
- Notices of program cancellations or service disruptions.
- Training and educational opportunities open to the public.
- Photos from events, in accordance with LCL Photo Release Policy.
- All other content must be approved by the Library Director or authorized site administrator.

## **Public Terms of Use**

- Public users should have no expectation of privacy in posting on LCL sponsored social media sites.
- LCL's social media resources may be considered public records.
- By choosing to comment or post on the LCL's social media sites, public users agree to give LCL permission to use the content of any posting without compensation or liability on the part of LCL.

## Community Conduct

- LCL reserves the right to delete posts that do not adhere to this policy. Users may not post comments, tags and images that impinge on another's privacy or dignity, or that may be considered objectionable or inflammatory. Violations include, but are not limited to:
  - Off-topic and/or disruptive posts.
  - Commercial promotions or spam.
  - Duplicate posts from the same individual.
  - Threatening language and personal attacks.
  - Private, personal information published without consent.
  - Obscene or libelous content.
  - Copyright infringement/plagiarized material.
  - Political advocacy.
  - Posts that violate laws or library policies.
  - Repeat offenders may be removed from LCL social media resources.

## Photos and Videos

Since LCL is a public building, attendees at LCL sponsored programs do not have a reasonable expectation of privacy. Photographs/video may be taken during any event. These photographs and videos may be posted on library maintained social media accounts or included in press releases.

An announcement will be made at each event that staff will be taking photos/video: *“Programs, events, and classes may be photographed or videoed for promotional purposes. Please notify LCL staff, or the program committee chair, if you prefer not to be photographed.”*

**Reporting Violations:** Library staff and users may report violations of this policy to the Library Director.

Any user who feels they have been unfairly banned from the LCL’s social media resources may file an appeal in writing with the library board. Appeals will be reviewed at the next regular meeting of the board provided the appeal has been received seven days prior to the meeting.

**Disclaimer:** LCL is not responsible or liable for the content of postings by third parties on any LCL sponsored social media site. Postings do not reflect the opinions or positions of the LCLs, its employees or its board of trustees.

**Revision History**

<b>CHANGES</b>	<b>APPROVED BY</b>	<b>DATE</b>
Approved	BOT	09/25/2019
Reviewed & revised	Policy Committee	03/17/2021
Approved	BOT	03/24/2021