

SOCIAL MEDIA POLICY

Philosophy & Purpose

Chesterfield Township Library (CTL) wishes to encourage dialogue and new learning opportunities with the community it serves while remaining a relevant information source for the community through the use of various web tools. To this end, CTL has established social media sites to inform library users about 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 about these programs, events and materials. The library's social media sites may also be used to notify the general public of library employment opportunities or other library announcements.

The library's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but instead a limited forum for discussing library programs, events and materials.

Courts have recognized that libraries are limited public forums and as such, are only obligated to allow the public to exercise rights that fit with the purposes of the library. All postings related to library programs, events and materials are permitted, except as otherwise stated in this policy.

This policy governs the use of social media in three areas: 1.) public use 2.) Employee use and 3.) publication of comments on social media. For the purposes of this policy, professional use constitutes an employee who has been given the authority to use the official CTL social media accounts to post content and/or comments using the CTL name and logo. Social media means any forum for online publication and commentary, including blogs, wikis, and social networking sites such as Facebook, Twitter, LinkedIn, Flickr, YouTube and Pinterest.

I. Public Use

The Library is not responsible for or liable for the content of postings by third parties on any Library sponsored social media site, and all postings, unless specifically designated otherwise, do not reflect opinions or positions of CTL, its employees, or Board of Trustees.

By posting on the Library's social media sites, users give the Library permission to use their name, profile picture, and the content of any posting or comment they make without any compensation to the individual who made the post or liability on the part of the Library. This permission ends only if the user who made the post deletes his or her post.

II. Employee Use

Employees who engage in social networking including sites such as Facebook, Twitter, blogs or wikis for personal use must do so on their own time. If an employee is speaking about a Library related issue on his or her personal social networking site, the employee must identify that he or she is speaking as an individual and not on behalf of CTL. Employees may be subject to discipline if their comments are determined to be inappropriate by CTL, as allowed by law.

The Library recognizes that the First Amendment protects a public employee's right, in some circumstances. However, keep in mind that when a public employee makes a statement on a social Media site, the employee may not be speaking about a matter protected by the First Amendment. In some cases, it may be difficult to distinguish between protected and unprotected speech, so each situation must be evaluated on a case by case basis.

Employees may participate in social media sites while on work time if they have an authorized business need and it is approved by the Library Director or authorized personnel in advance. Employees must be aware that information they display or comments they make on library social media sites may be viewed by other users as representing official library sponsored information or comments.

Authority to Post using CTL Name and Logo

CTL's Director and authorized personnel can directly publish or comment via social media using the CTL name and logo. Any other employee must obtain the permission of the Director and their supervisor before engaging in work related social media. Only with permission of the Director can other staff publish or comment using the CTL name and logo.

Staff members who wish to contribute content (i.e. writing blog posts, tweets, Facebook posts, etc...) should initially contact their supervisor. A discussion about objectives and goals will determine whether the situation is appropriate for authorizing the staff member to post using the CTL name and logo.

III. Comments on Social Media

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. Comments that are received on blogs and other social networks will be reviewed prior to posting. CTL wishes to encourage engaging dialogue with our fans/followers/likers and will post any comment that is appropriate. However, the CTL Director and authorized personnel reserve the right to delete comments at any time, within its discretion. The Library also reserves the right to ban or block users who have posted in violation of this policy. This would only be done in good faith to protect our readers from comments that

include, but are not limited to, the following:

- Advertisements
- Spam
- Postings which contain obscene matter
- Postings which are disparaging, harassing, abusive, profane or offensive
- Hateful, threatening, or pornographic postings which contain graphic or gratuitous violence
- Potentially libelous or defamatory postings
- Postings which contain privileged, proprietary, or confidential information about any person, business, or entity, including, without limitation, patrons, vendors, the Library or Library partners
- Postings which violate or potentially violate local, state or federal laws, including without limitation, intellectual property and copyright laws
- Postings which discriminate on the basis of race, color, religion, national origin, sex, handicap, age, sexual orientation, creed or ancestry
- 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

As appropriate, comments will be professionally, respectfully and promptly addressed by authorized staff. If the authorized staff is unable to provide an independent answer, the necessary parties will be consulted as soon as possible to aid in providing an accurate and timely answer.

Approved: May 15, 2013

Chesterfield Township Library Board of Trustees