Social Media Policy

Purpose:
The Olive Free Library (OFL) has established social media sites primarily in order to:

1. Inform patrons about library programs, events and services, including encouraging dialogue and an exchange of information between staff and patrons.
2. Provide a method for community feedback.
3. Foster the exchange of ideas among colleagues within the professional library community.
4. Provide better overall service to our patrons.

Libraries should serve their communities and help to create new communities. Social media offers a way for us to extend this service into the digital world.

The Olive Free Library (OFL) uses selected social media tools as an important enhancement to communication, collaboration and information exchange between OFL staff, library users and the Olive community. Social media used by libraries can provide cost-effective marketing and outreach, as well as foster a sense of community between the library and its users. This policy establishes the library's position on the usefulness and selection of social media models and provides guidelines for management and compliance with other library policies. The library recognizes that technology advancements are continuous and that new tools will emerge which have useful application in the library setting therefore this policy addresses social media in general, and not specific programs or platforms.

Summary:
The Olive Free Library encourages the use of social media to further the outcomes of the library and to assist us in our mission to better engage with our community. To ensure that communication through library social media networks is consistent and in the best interest of the library, this policy provides guidelines for the use of social media.

Policy Detail:
POLICY
Social media tools employed by the library will be selected to enhance or provide more cost-effective means to deliver such library functions as:

~ Community outreach, marketing and publicity
~ Education of the community in the use of library resources
~ Information about emerging trends in library services or information technologies
~ Reader's advisory services
~ Information and reference services
~ Book discussion groups
~ Reading incentive programs
~ Cultural and educational programming
~ Notice of volunteer or employment opportunities available at the library

~ Expand the reach of municipal government by sharing important information
 ~ Additional library-related uses that may be explored or expanded upon as deemed reasonable by library administration.

Library social media offerings are intended to create a welcoming and inviting online space where library users will find useful and entertaining information. In some forums users may be able to interact with library staff and other library users, as detailed in the terms of use sections.

1. All Olive Free Library social media platforms created by employees or volunteers will be subject to approval by the Library Director.
2. All library social media sites shall be kept up to date with content relevant to the libraries' mission and of interest to its patrons. This material should serve to inform and engage patrons and encourage dialogue.
3. Information posted by the Olive Free Library should be consistent across social media platforms and with the library website.
4. All social media accounts shall be identified as belonging to the Olive Free Library and shall include the library logo.
5. The Library Director or Library Information Technology staff shall make themselves available to assist with configuration or maintenance of social media accounts as needed.
6. Administration of the library's social media networks shall be as follows:
   a. The Library Director will maintain a list of social media platforms that are in use including login credentials and who is responsible for the administration of the account.
   b. The staff member who initiates the use of a social media platform will be responsible for the day to day administration of the account. These duties will include:
      i. Posting frequent, current, relevant items that are of interest to our patrons and the library community as a whole.
      ii. Responding in a timely way to all communications made through social media.
      iii. Moderating postings and conversations on social media to ensure that they are in compliance with this policy.
      iv. Ensuring that the social media account serves to promote the goals of the Olive Free Library.
   c. The Library Director may close accounts if necessary.

7. The library is firmly dedicated to the principles of freedom of speech and intellectual freedom. These concepts should always be kept in mind when deciding if a comment or posting needs to be deleted. The general rule that can be applied is if it would be inappropriate in the library, it is also inappropriate on our social media accounts and is subject to removal. Only general guidance can be supplied when it is necessary to remove content posted by staff or the public, as every situation is unique. Library staff should use their best judgment in the moderation of postings submitted by the public. Staff members should always keep in mind that when responding to comments or posting on behalf of the library, that they are speaking for the library, not themselves.

8. If a particular post is about a particular individual on staff, that individual shall not have the authority to remove that post, but may request that the Library Director have it removed if they feel that it is abusive.
9. Library staff shall remove any content or posts that violate this social media policy or any applicable law.
10. All posts or comments should be saved as screenshots prior to being removed. Physical threats should be reported to the police department along with the screenshot along with any information that is available such as the author of the post (or their username), when it was posted, and on what social media platform. The library shall retain these records in case they are needed for evidence in the future.

PUBLIC TERMS OF USE

1. OFL has no affiliation with any advertisements or other material posted by third party sites or software.

2. By choosing to comment on OFL Social Media sites, public users agree to these terms:
   a. Comments are moderated by OFL staff, and OFL reserves the right to not post or to remove comments that are unlawful or off topic as determined in its sole discretion, including, but not limited to:
      i. Plagiarized material
      ii. Copyright violations
      iii. Off-topic comments
      iv. Commercial material/spam
      v. Duplicate posts from the same individual
      vi. Comments containing sexually explicit language or images, or statements that ridicule, malign, disparage or otherwise express bias against any race, religion or other class of individuals
      vii. Personal comments about individuals, including attacks, insults, or threatening language
      viii. Images, executable programs or any non-textual content.
   b. Persons who violate these terms on 2 or more occasions may be barred from further postings.
   c. Commenters are urged to protect their privacy. Commenters should not post personally identifying information, including but not limited to: last name, school, age, phone number, address, library card number. Comments containing such information shall be edited or removed.

3. OFL does not monitor patrons use of Social media while using computers in the library. Parents and/or guardians are required to monitor children's use of such sites and enforce restrictions as they see fit.

4. Patrons are expected to follow all other rules of computer usage or risk being barred from access.

STAFF TERMS OF USE

When representing OFL via social media, personnel shall:

1. Conduct themselves at all times as representatives of OFL and, accordingly, adhere to all associated standards of conduct as outlined below.
2. Identify her/himself as a member of OFL staff unless posting as the library itself
3. Not make statements about patrons, or post, transmit, or otherwise disseminate confidential information in violation of OFL's Privacy Policy
4. Not represent postings as official OFL policy, unless this has been clearly approved by the Library Director
5. Not conduct political activities or private business
6. OFL personnel shall observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.
7. Communication with customers, vendors and presenters should primarily be conducted via email using official library email accounts since it may be subject to "Right to Know laws".

PROCEDURES

1. Initiating an account or presence by the OFL on social media sites or online communities (not individual posts) shall be approved in advance by the Library Director or appointed information technology staff. (i.e. get permission for joining a new community, adopting a new platform or service: not for individual posts/tweets/updates)
2. Where possible, each social media page should clearly indicate that it is maintained by OFL and should have OFL contact information prominently displayed.
3. Where possible, each social media page/profile should include an introductory statement that clearly specifies the purpose and scope of the library's presence on the website.
4. Where possible, social media pages should link to OFL's official website and this social media policy.
5. If user discussion and contribution is invited on library-created and maintained social media sites, it shall be subject to the Public Terms of Use: this shall be clearly indicated on the social media page that invites participation.

STANDARDS OF CONDUCT

1. Library staff will provide the same level of excellence in customer service via social media as they do for in-person and telephone interactions
2. Library staff will not make personal connections on their private social media accounts with library customers who are minors.
3. All social media use, private and institutional, should be conducted in a professional manner that protects the reputation of the library and the individual staff member.
4. Staff private social media accounts may not be used to post, transmit, or otherwise disseminate any patron information including names, dates of visits, materials borrowed or any other confidential information.
5. Private social media accounts should not be used to disseminate library information, services or policies.

ADOPTED by the Olive Free Library Board of Trustees on January 15, 2020