



Social Media Policy

Purpose

Social media provides a valuable and timely way for Romeo District Library (RDL) to disseminate information about the Library and promote library news, events, projects, and services. In keeping with Romeo District Library's mission "to provide an inviting and safe environment to educate, enrich, and entertain," the overarching purpose of social media used by RDL is to deepen our connection with Library users and the wider RDL community. RDL considers information and interactions generated on social media channels to be equal to other information resources at the Library.

Definition of Social Media

Social Media is defined as any web application, site, or account created and maintained by the Romeo District Library which allows users to share or obtain information. The Library's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoint, but a limited forum for discussing Library-related information. RDL's social media sites include, but are not limited to, Facebook and Instagram.

Management of Library Accounts

RDL has implemented a Social Media Team to manage all social media accounts. The Social Media Team consists of the following employees:

1. Library Director
2. Communications Specialist
3. Operations Manager
4. Branch Manager
5. Others if appointed by Library Director

The roles of the Social Media Team are as follows.

1. RDL Library Director and Communications Specialist are the lead for all Social Media accounts.
2. All members of the Team have access to publish posts on RDL social media sites.
3. All members of the Team have access to reply to comments and messages on social media sites.

4. All members of the Team should fact check, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and correct grammar and spelling before posting.
5. All content is subject to being edited or deleted by the Library Director.
6. All social media sites will be monitored and updated by the Communication Specialist.
7. Negative Comments or messages will be handled by the Library Director.

When posting or responding on social media, Team members will:

1. Conduct themselves in a professional manner representing RDL.
2. Be informative and helpful to the intended audience.
3. Advocate for RDL, libraries, and the community.
4. Credit original sources if they are borrowed from an external source.
5. When possible, direct posts back to the RDL website and use appropriate branding
6. Avoid being offensive or argumentative.
7. Avoid discussing budgets, patron information, internal communications, or employee information.

If a Team member leaves RDL employment for any reason, that member will immediately be removed from the Social Media Accounts.

Usage Rules

The Romeo District Library welcomes the comments and messages of the community, and recognizes and respects differences in opinion. However, all comments and messages are subject to review, and RDL reserves the right, but is not required to remove any comment or message it deems inappropriate.

Content containing any of the following will be removed from RDL social media forum:

- Obscene comments or hate speech
- Personal attacks, insults, or threatening language
- Private or personal information, including contact information
- Potentially libelous statements
- Falsification of identity
- Copyright, trademarked, or plagiarized materials
- Comments or messages in violation of laws or library policies
- Comments, links, or information unrelated to the purpose of the forum
- Spam, or other commercial, political, or proselytizing messages, or solicitation of funds

The Library is not responsible for, or liable for, any content posted by any participant in a RDL social media forum who is not a member of the RDL staff. Users should have no expectation of privacy in postings on Library sponsored social media forum; by using the Library's social media

sites, you consent to the Library's right to access, monitor, and read any postings on those sites. Users must understand that social media is permanent, retrievable, and public.

Employee Personal Use of Social Media

Library employees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. As public employees, RDL staff are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed a violation of any policy of the Library. Employees should keep in mind the following best practices when posting content about library-related subjects and issues on personal time.

1. If you identify yourself as an employee of RDL, make it clear that the views expressed are yours alone and do not represent the views of the Library.
2. Employees are prohibited from making official public comments on personal social media accounts referencing a library incident, policy, service change, or employee and are prohibited from sharing confidential information.
3. No comments with any kind of mocking, negative, condescending slant should be made about patrons in general, about specific questions from patrons, or about patron behavior. Patrons' names may never be shared.
4. Employees may share RDL social media posts through their own social media as a means to positively promote the Library.
5. The Library does not endorse, monitor, or review content of personal non-Library-related social media activity of its employees.