

Social Media Policy

Purpose of the Library's Social Media Sites:

The Roscommon Area District Library ("Library") has established social media sites primarily in order to inform Library users about Library programs, educational opportunities, events (including those co-sponsored with other organizations), 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. The Library's social media sites are not intended to be traditional public forums for the general exchange of ideas and viewpoints, but limited public forums for discussing library programs, events and materials. The Library does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on its social media accounts. While the Library encourages dialogue, it respectfully requests that commenters be mindful that its social media sites are open to the public and that commenters be courteous and civil toward one another.

Definitions:

"Library" shall mean the Roscommon Area District Library.

"Posting" shall mean any writing, image, video, audio file, and hyperlinks to other websites [or media which is downloaded, referenced or inserted] placed upon any Library social media site.

"Social media site" shall include any online web site, web application or web account created and/or maintained by the Library, which permits users to communicate with others users through postings, including without limitation, Facebook, Twitter, blogs, chat rooms, wikis, YouTube, Pinterest, and Flickr.

Postings and Restrictions:

The purpose of the Library's social media sites is to inform Library users about Library programs, educational opportunities, events (including those co-sponsored with other organizations) 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 reserves the rights to restrict or remove any content that is deemed to be in violation of this policy or any applicable law. Content that is deemed not suitable for posting by the Library because it is not topically related to the particular subject being commented on, or is deemed prohibited content based on the criteria below, shall be retained pursuant to the records retention schedule along with a description of the reason the specific content was deleted. Content and comments on the Library's social media accounts containing any of the following forms of content and postings shall not be allowed:

1. Advertisements or sale of merchandise or services;
2. Charitable solicitations or political campaigning;
3. Spam;
4. Not topically related to the particular site or posting being commented on;
5. Obscenity or child pornography;

6. Copyrighted or trademarked material;
7. Content that promotes, fosters or perpetuates discrimination and/or harassment on the basis of race, color, marital status, religion, national origin, sex, disability, age, sexual orientation, creed, ancestry or any other protected category; and
8. Slanderous, libelous, threatening or defamatory statements.

Employee Postings:

Library employees are not prohibited from posting on Library's social media sites from personal accounts. The Library recognizes that public employees do not surrender all their First Amendment rights by reason of their employment and that the First Amendment protects a public employee's right, in certain circumstances, to speak as a citizen addressing matters of public concern. However, when a public employee makes statements pursuant to his/her official duties, the employee is not speaking as a citizen for First Amendment purposes, and the Constitution does not insulate his or her communications from potential discipline by the Library. 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.

Employees should keep in mind the following best practices when posting content about library-related subjects and issues on personal time:

Employees that identify themselves as employees of the Library shall make it clear that the views expressed are their personal views and do not represent the views of the Library.

Employees shall respect the Library's confidential and proprietary information and shall not post information that is still in draft form or is confidential.

Employees shall respect all Library patrons online as they do in person and on the phone. Comments about patrons in general, about specific questions from patrons, or about patron behavior are not appropriate.

Record Management and Preservation

The Library will preserve the content of all social media postings in accordance with applicable laws and regulations

Disclaimer:

All content posted on Library social media sites is subject to the Michigan Freedom of Information Act (FOIA) and the State of Michigan record retention laws. Therefore, all Library social media sites shall clearly indicate that any articles and content posted or submitted for posting are subject to public disclosure.

The Library is not responsible or liable for the content of postings by third parties on any Library sponsored social media site, and third party postings do not reflect the opinions or positions of the Roscommon Area District Library, its employees, or its Board of Trustees.

By posting on the Library's social media sites, you give the Library permission to use your name, profile picture, and the content of any posting you make without compensation to you or liability on the part of

the Library. Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Users are personally responsible for their commentary. Users should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary or libelous by any offended party.

By joining, utilizing and/or posting on the Library's social media sites, you agree to comply with this Policy, and Roscommon Area District Library Internet Use Agreement, as applicable.

Violations of this policy:

Postings that the Library Director deems to have violated this policy, may be removed in whole or in part by the Library Director or designee. The Library reserves the right to terminate accounts, ban or block users who have posted in violation of this policy on more than one occasion.

Reporting Violations:

Users may report violations of the Library's social media site's policies to the Library by contacting the administrators of the Roscommon Area District Library's social media sites by emailing the current director.