



Social Media Policy

Purpose:

Roeliff Jansen Community Library (RJCL) participates in social media to engage with the community and share information about library-related subjects and issues. RJCL social media is any web application, site, or account created and maintained by the library that facilitates an environment for social interaction and dialogue between library staff and library users. Examples include Facebook, Instagram, Twitter, and blogs.

The principle uses of the RJCL's social media presence are:

- Announcing programs
- Promoting library resources
- Posting updates on library operations
- Serving as a public relations/marketing tool
- Promoting literacy and a love of reading
- Promoting the general use and support of libraries

Staff use of library social media accounts:

Permission to use the library's social media accounts will be granted to library staff at the sole discretion of the library director. The director may revoke her permission at any time for any reason.

Staff use of social media not only reflects on the staff member, but also the library. This policy complements, rather than overrides, any existing requirements that staff act professionally, respectfully, and honestly.

Employees must abide by the ALA Code of Ethics when using social media. Interactions on social media must adhere to all relevant library policies, protect confidential information in accordance with privacy laws, and respect copyright and other legal rights.

Employees may not create new social media accounts for the library without prior approval. The library director will make any decisions regarding new social media outlets and accounts.

Patron and other use of library social media accounts:

While Roeliff Jansen Community Library encourages an open forum, library staff moderate posts and comments. The library director may authorize staff to remove any comments that are unlawful, inappropriate, or off topic for the library community. Participation in the library's social media presence implies agreement with all library policies, as well as the Terms of Service of each individual third-party social network service.

Please be aware that when engaging with RJCL over social media, you are agreeing to the following:

- Comments and hyperlinks should be related to the posted topic.
- RJCL social media accounts are not open to comments promoting or opposing any person campaigning for election to a political office, or promotion or advertisement of a business or commercial transaction.
- The use of obscene, threatening, or harassing language is prohibited.
- Personal attacks of any kind or offensive comments that target or disparage any ethnic, racial, age, or religious group, gender, sexual orientation, or disability status are prohibited.
- Comments advocating illegal activity or posting of material that violates copyrights or trademarks of others are prohibited.
- Potentially libelous comments are prohibited.
- Posting of private personal information without consent is prohibited.
- You are subject to the Terms of Service (TOS) of the host site. Information (photos, videos, etc.) you share with or post to official RJCL pages is also subject to the TOS of the host site and may be used by the owners of the host site for their own purposes. For more information, consult the host website's TOS.
- RJCL may republish comments posted in its social media accounts in public relations and marketing materials.

Users who do not agree to these terms should not use the service, as a violation of these terms may lead to legal liability.

By posting content, the user agrees to indemnify RJCL and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them that arise out of or are related to the content posted by the user.

Notwithstanding the foregoing, RJCL is not obligated to take any such action and will not be responsible or liable for content posted by any non-staff member in any forum, message board, or other area within the service.

RJCL is not responsible for individual comments posted in its social media forums. The comments posted do not necessarily reflect the views or policy of the library.

RJCL reserves the right to bar anyone who, in the opinion of the library, has used RJCL social media irresponsibly, unlawfully, or in violation of the policy explained above from used of RJCL social media forums.

Adopted by the Board of Trustees, May 19, 2020