

SOCIAL MEDIA POLICY



Mission

This policy expresses how Morrisson-Reeves Library uses social media and offers guidance for patrons or others posting comments or messages to library social media sites.

Purpose

Social media provides a valuable and timely way for Morrisson-Reeves Library to disseminate information about and promote library news, events, projects, and services. It also serves to inspire conversation and expand the Library's connection with the community. Morrison-Reeves Library regards Social Media as equally important as any other venue for the dissemination of library information.

Definition of Social Media

Social media is defined as any web application, site, or account created and maintained by Morrisson-Reeves Library, staff, and community contributors. Social media provides an online public forum to facilitate the sharing of ideas, opinions, and information about library-related subjects and issues among library staff and library users. Comments and postings by participants other than library staff moderators do not necessarily reflect the official position of Morrison-Reeves Library or its staff. Social media includes, but is not limited to, formats such as instant messaging, text-based posts, discussion lists, websites, blogs, and social network pages.

Usage Rules

Morrisson-Reeves Library welcomes the comments, posts, and messages of the community and recognizes and respects differences in opinion. However, all comments, posts, and messages will be periodically reviewed, and Morrisson-Reeves Library reserves the right to, but is not required to, remove any comment, post, or message that it deems inappropriate or off-topic.

Morrisson-Reeves Library is not responsible or liable for any content posted by any participant in a Library social media forum who is not a member of the Library's staff. Users should have no expectation of privacy in postings on Library sponsored social media sites; by using such 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. Messages can potentially be read by anyone once posted, regardless of status on Friends, Follower, or Subscriber List. The Library recommends that users do not post their personal information or contact information on social media sites.

The Library reserves the right to reproduce comments, posts, and messages in other public venues; such reproduction may be edited for space or content while retaining the original intent of the post.

Content containing any of the following will be removed from any Morrisson-Reeves Library social media forums:

- Obscene content or hate speech
- Personal attacks, insults, or threatening language
- Attacks on any ethnic, racial, economic, or religious groups
- Private or personal information, including phone numbers and addresses, or requests for personal information
- Potentially libelous statements
- Falsification of identity
- Plagiarized material
- Copyright violations
- Comments, links, or information unrelated to the purpose of the forum
- Spam or other commercial, political, or religious messages unrelated to the Library or its social media postings
- Solicitation of funds
- Endorsements of specific brand name products or services for advertising or marketing purposes, including political advertisements or endorsements
- Any images, links, or other content that falls into the above categories
- Duplicated posts from the same individual or group

The Library reserves the right to ban or block users who have posted in violation of this policy. In addition, users are expected to abide by the terms and conditions set by third party social media platforms as well as follow appropriate Federal and State laws.

The Library asks that individual user complaints be addressed directly to the Library Administration so they can be addressed quickly and specifically. Social Media is not the mechanism used by the Library to document or address Library user problems and concerns, or influence Library policy, procedures, or programs.

Social media services that host our forums may also have their own policies and restrictions that may affect comments posted.

Statement of Scope

As an employee and representative of Morrisson-Reeves Library, you are expected to demonstrate best practices and appropriate etiquette on social media, including but not limited to the following:

- Be respectful and sensitive to all
- Do not share confidential library information
- Do not share religious, political, personal or political views
- If in doubt, do not publicly post content on Social Media

Patron Inquiries

Employees are expected to demonstrate best practices and appropriate etiquette on social media. Consider this style of conversation to be the same communication style used for in-person or phone conversations while representing the library. Customer inquiries are to be answered during library business hours or while an employee is on company paid time.

Questionable Content Shared by the General Public or By an Employee

Employees of MRL are not to express a personal opinion on matters of public policy, politics, or controversial subjects. To the best of staff's abilities, correct information may be shared. If questionable content or misinformation is requested or shared, bring this to the attention of the Communications Manager or the Library Director. The Social Media Administrators have the discretion to edit or remove content on the Library's Social Media Accounts.

Review

This policy will be reviewed annually, or more frequently as needed.

Approved 02/21/22