



Social Media Policy

The Starke County Public Library System (“SCPLS”) uses social media to increase awareness and accessibility to its programs, resources and services, and for community engagement with patrons, in order to serve its mission. The purpose of this policy is to address use of social media activities including but not limited to social networks, online communications, online catalogs, websites and mobile applications by the Library and its employees, volunteers, elected officials, and patrons. It includes:

- Material created by the library and maintained by library staff;
- Material created by library staff on sites hosted and created by the library;
- Material created on other social media sites when acting as a library employee.

Only those employees responsible for the Library’s social media sites should be actively participating on those sites during work hours. Employees who contribute to the SCPLS’ social media should present content in a professional manner and should check facts, cite sources, avoid copyright infringement, acknowledge and correct errors, and check grammar and spelling before posting.

When staff uses social media, behavior and content is not only a reflection of the staff member, but also of the Library.

When representing SCPLS via social media, staff should:

- Conduct themselves at all times as representatives of SCPLS;
- Not make statements about patrons, or post, transmit, or otherwise disseminate confidential information in violation of SCPLS’ Confidentiality Policy;
- Not represent postings as official SCPLS opinion or policy, unless this has been clearly approved by the Library Director;
- Not conduct political activities or personal business;
- Observe and abide by all copyright, trademark, and service mark restrictions in posting materials to electronic media.

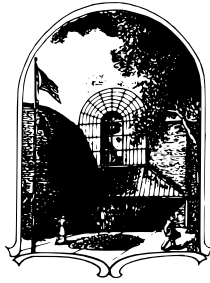
Personal Use of Social Media for Employees and Trustees:

Employees have the same right of self-expression enjoyed by members of the community as a whole when discussing matters of public concern. As public employees, SCPLS employees are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may for 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:

- If you identify yourself as an employee and/or Trustee of the Library, make it clear that the views expressed are yours alone and do not represent the views of the Library;
- Respect the Library’s Confidentiality Policy and do not post information that is confidential;

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- No comments with any kind of negative, mocking, condescending, etc., slant should be made about patrons in general, about specific questions from patrons, or about patron behavior on the Library's social media sites;
- The Library does not endorse, monitor or review the content of personal, non-Library related social media activity of its employees;
- Employee use of personal social media is not permitted during working hours except for work-related purposes such as professional development or library-related social media outlets.

Posting on Social Media

SCPLS permits patrons to comment on Library posts and patrons are invited to share opinions about Library-related subjects, resources and programs. Postings do not indicate Library endorsement of ideas, issues, or opinions expressed in posts on its social media sites. The purpose of SCPLS' social media sites is to inform our patrons about educational opportunities, library programs, events (including those co-sponsored with other organizations) and materials, and to encourage dialogue and the exchange of information and knowledge between Library staff and patrons. SCPLS reserves the right to restrict or remove any content that is deemed to be in violation of this policy or an 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 based on the criteria defined below, shall be retained pursuant to the records' retention schedule along with a description of the reason(s) why the specific content was deleted. Contents and comments on the Library's social media accounts containing any of the following forms of content and postings shall not be allowed:

- Obscenity or child pornography;
- Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry or any other protected category;
- Slanderous, threatening or defamatory statements;
- Copyright or trademarked material;
- Spam;
- Content not related to Library business, programs, events, resources and materials;
- Advertising or sale of merchandise or services; or
- Charitable solicitations or political campaigning.

Patron Participation

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

Adopted by the SCPLS Library Board of Trustees March 12, 2019