



## Section 4: Administrative Policies

### 4I | Social Media Use

#### Purpose

The Roselle Public Library District (“The Library”) uses social media to increase awareness of and accessibility to its programs, events (including those co-sponsored with other organizations), educational opportunities, resources, and services in order to serve its mission. The purpose of this policy is to address use of social media including but not limited to blogs, social networks, online communications, online catalogs, websites, and mobile applications by the Library and its employees, volunteers, elected officials, and patrons/users.

The Library’s social media sites are not intended to be designated public forums for the general exchange of ideas and viewpoints, but a limited public forum for discussing Library programs, events, materials, and services. 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 social media accounts.

#### Section I: Library-Sponsored Social Media

Only those employees authorized by the Executive Director to be responsible for the Library’s social media sites should be actively monitoring and participating on those sites during work hours. Staff should keep in mind the following best practices when posting on the Library’s social media accounts on behalf of the Library:

1. Social media accounts will not be monitored 24/7. Questions and comments will be responded to within 1-2 business days, and during the normal business hours of the Library.
2. Staff engaged in social networking activities, as representatives of the Library, shall act and conduct themselves according to the highest possible ethical and professional standards when communicating via the Library’s social media accounts. Staff who contribute to the Library’s social media accounts should present content in a professional manner and should check facts, cite sources, avoid copyright infringement,

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present balanced views, acknowledge and correct errors and check grammar and spelling before posting.

3. Library staff should not discuss confidential, work-related matters through social media.
4. Content that is posted on Library-sponsored social media sites is subject to the Freedom of Information Act and records retention requirements, as well as the Library Records Confidentiality Act.
5. Employees using the Library's social media accounts shall obey all privacy protection laws and protect sensitive and confidential Library information at all times.
6. Content posted on the Library's social media accounts may be conversational in nature but must remain professional, particularly if responding to a comment. Staff using the Library's social media accounts shall respect and accept opinions of those interacting with the Library's social media accounts, regardless of whether such opinions are positive or negative, provided the opinions are on topic and not offensive, denigrating, or completely out of context.
7. Disputes between a Library spokesperson and commenter on the Library's social media accounts shall be avoided.
8. Comments or responses on Library social media accounts should be limited. The Library's social media designee should limit their responses to (1) providing a factual response to a question posed; (2) providing the information for the appropriate department of the Library that would be most helpful; (3) or encouraging or directing persons interacting with the Library's social media accounts to use appropriate resources to request a Library service. The Executive Director or their designee should work to develop standard responses to public questions and comments.

## Section II: Staff Personal Use of Social Media

Library staff 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, Library staff are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment of the U.S. Constitution and may form the basis for discipline if deemed a violation of any policy of the Library. Staff should keep in mind the following **best practices** when posting content about Library-related subjects and issues on personal time and engaging with Library social media accounts and/or the accounts of supporting organizations like the Friends of the Library:

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1. Make it clear that the views expressed are their personal views and do not represent the view of the Library.
2. Respect the Library's confidential and proprietary information. Do not post information that is still in draft form or is confidential in any way.
3. It is best not to make comments or posts with any kind of negative, mocking, condescending, or similar offensive or critical viewpoints about patrons, Library staff, or Library trustees in general, about specific questions from patrons, or about patron behavior on the Library's websites and/or social media sites.
4. The Library does not endorse, monitor, or review the content of personal, non-Library related social media activity of its staff.
5. Staff 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.
6. No Library staff member should comment on litigation involving the Library on the Library's social media accounts, or any personal social media accounts without prior approval from the Library's Attorney.

### Section III: Library Trustee Use of Social Media

Library trustees have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public concern. Trustees should keep in mind the following **best practices** when posting content about library-related subjects on social media, and engaging with Library social media accounts and/or the accounts of supporting organizations like the Friends of the Library:

1. Make it clear that the views expressed are their personal views and do not represent the views of the Library or other trustees.
2. Trustees who are active on social media should consider maintaining separate social media accounts for their role as Trustees and not comment on the Library's social media posts from their personal accounts.
3. Respect the Library's confidential and proprietary information. Do not post information that is still in draft form or is confidential in any way.

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4. It is best not to make comments or posts with any kind of negative, mocking, condescending, or similarly offensive or critical viewpoint about patrons, Library staff, or Library trustees in general, about specific questions from patrons, or about patron behavior on the Library's websites and/or social media sites.
5. No Library Trustee should comment on litigation involving the Library on the Library's social media accounts, or any personal social media accounts without prior approval from the Library's Attorney.
6. Library Trustees should be mindful of the provisions of the Open Meetings Act, in order to avoid discussions regarding Library business by multiple members of the Board on social media, so as not to violate the Act's provisions regarding these types of communications.

#### **Section IV: Posting by the Public on Social Media and Restrictions**

The Library's social media pages are limited public forums. The Library may permit members of the public to comment on Library posts or may disable this feature on any or all Library accounts at any time for any reason. Posting by the public on the Library's social media sites does not indicate Library endorsement of the ideas, issues, or opinions expressed in those posts. All comments and/or posts made by the public are subject to Library moderation.

The purpose of the Library's social media sites is to inform Library users about educational opportunities, library programs, events (including those co-sponsored with other organizations), materials, services, and to encourage dialogue and the exchange of information and knowledge between users and Library staff about these programs, events, materials, and services. The Library reserves the right 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 based on the criteria defined below, shall be retained pursuant to the Library's records retention schedule along with a description of the reasons(s) the specific content was deleted. If a member of the public violates the Library's social media comment policy guidelines, the Library may, but is not obligated to, take any or all of the following steps:

1. Remove the content.
2. Terminate or block a user/visitor's access to the applicable Library site, page or pages; and/or

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3. Report user/visitor(s) to the applicable social media site/platform provider.

Users and visitors to the Library's social media accounts shall be notified that the intended purpose of the site is to serve as a mechanism for communication of Library news, services, and events and that it is a limited public forum. The policy regarding comment removal shall also be included. This notice shall be posted in a conspicuous location on the Library's social media accounts and should be posted in a consistent location across all of the Library's social media accounts.

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. Profane language and content.
2. Slanderous, libelous, or defamatory language or content. Personal attacks will not be permitted.
3. Comments not topically related to the particular site or blog article being commented upon.
4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
5. Sexual or exploitative content or links to sexual or exploitative content.
6. Solicitations of commerce.
7. Personally identifiable information, such as address, phone number, social security number or other sensitive information that could be considered "doxing."
8. Comments that represent a person other than the one posting the comment.
9. Charitable solicitations or political campaigning.
10. Conduct or encouragement of an illegal activity.
11. Content that violates a legal ownership of any other party.
12. Copyright and trademark violations.
13. Duplicate posts from the same individual.
14. Gratuitous links to sites that are viewed as spam.
15. Comments or content that incites violence or refers to self-harm or encouraging others to self-harm.



## **Section V. Patron Participation**

By joining, utilizing, and/or posting on the Library's social media sites, patrons and the public agree to comply with this Policy, and the Library's Computer and Internet Use Policy, as applicable. The Library's Social Media Policy applies whether or not a patron chooses to post comments using a computer at the Library or when posting from any other computer or mobile device to any Library website or social media site. While the Library encourages dialogue, it respectfully requests that commenters be mindful that its websites and social media sites are open to the public and that commenters be courteous and civil toward one another.

Patrons are personally responsible for their commentary. Patrons should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary, or libelous by any offended party, not just the Library.

### **Disclaimer:**

All content posted on Library social media sites is subject to the Illinois Freedom of Information Act (FOIA) and the State of Illinois 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.

By posting on the Library's websites and social media sites, patrons and the public give the Library permission to use their name, profile picture, and the content of any posting they make without compensation to them 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.

The Library reserves the right to edit and modify Library-authored posts for space and content, while retaining the intent of the original post.

The Library, its employees, agents and officials assume no responsibility for any damages, direct or indirect, arising from participation in Library-sponsored social media. Violations of this policy by staff may result in discipline, up to and including termination of employment.

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

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### **Violation of this Policy**

Postings that the Executive Director or their designee deems to have violated this Policy may be removed in whole or in part by the Executive Director or their designee. The Library reserves the right to terminate accounts, and ban or block users who have posted in violation of this Policy on more than one occasion. The Library reserves the right to deny access to any and all of the Library's social media sites for any individual or entity who violates this Policy or applicable laws, at any time and without prior notice. The Library will retain a record of removed posts for the designated period of time required by the records retention act.