



Social Media Use Policy

Purpose

The Batavia Public Library uses its social media channels to connect with the community and promote its services and resources in pursuit of the Library's mission to provide and ensure access to materials and services to meet the lifelong learning needs of residents and organizations, as well as to create a welcoming place to gather, exchange ideas, and participate in cultural events. In addition, the Library may use social media to highlight its connection with community partners.

Guidelines

The Library respects the right to express differing viewpoints and welcomes posts and messages on its social media. However, the Library does not endorse any content except those created by library staff in their official capacity. The Library does not endorse or review the content of third-party sites.

All posts are monitored regularly and reviewed for content and appropriateness by library staff and administration. The Library reserves the right to remove from public view any messages, tags, or postings that violate this social media policy. This policy is not intended to restrict communications or actions protected or required by state or federal law.

The Library reserves the right to reproduce photos and posts submitted to its social media sites. 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.

The following are examples, but not an all-inclusive list, of the types of content that are prohibited and will be removed from public view by library staff:

- Obscene language or material
- Hate speech and comments or material that promote discrimination against constitutionally protected classes of persons
- Child pornography
- Libelous comments
- Abusive, harassing, inflammatory, profane, threatening, or violent language
- Plagiarized materials
- Commercial material/spam
- Personal, private and/or confidential information submitted without consent
- Comments or hyperlinks to material unrelated to the subject or discussion
- Advertising or sale of merchandise or services, charitable solicitations, proselytizing, or political campaigning
- Inducement or incitement to engage in any activity that violates federal, state, and local laws, ordinances, or regulations, including library policies
- Violations of copyright, trademark right, or other intellectual property rights
- Unauthorized use of the Library's identity
- Duplicate posts by the same individual

- Comments or posts that are non-typical and/or not germane to the underlying subject matter of the original post.
- Comments or posts about individual library staff members or other patrons.

Anyone who posts, comments, or otherwise interacts with the Library's social media channels is strictly responsible and liable for their own conduct.

Library Sponsored Social Media

Only designated Batavia Public Library employees can post, delete, edit, or otherwise modify the Library's social media content. Staff should adhere to best practices when posting on behalf of the Library:

- 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.
- Social media content shall be written from the point of view of the Library as a whole and shall reflect the mission of the Library.
- Staff shall not discuss confidential, work-related matters through social media.
- Disputes between a library spokesperson and commenter on the Library's social media accounts shall be avoided.
- Staff postings to social media will be approved in advance by designated library managers.
- Responses to comments shall be limited to factual responses, provide information to connect to the appropriate department of the Library, or encourage/direct persons to use appropriate resources to request a library service.

Employee Use of Library Social Media

Library employees may comment on the Library's social media sites from personal accounts during their time outside of work. 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 or 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. In their personal use of social media, library employees may not

- Reveal library Trustee, employee, or patron addresses or telephone, e-mail, or other personal information;
- Include any comments or information harmful to the Library District;
- Reveal the Library's confidential and proprietary information or post information that is still in draft form or is confidential;
- Make comments about patrons, in general, about specific questions from patrons, or about patron behavior.

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.

Content deemed not suitable for posting based on the criteria below, shall be retained pursuant to the Library's records retention schedule along with a description of the reason(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:

- Remove the content from public view.
- Report user/visitor to the applicable social media site/platform provider.

In addition to the prohibited content listed under Guidelines, the following forms of content and postings shall not be permitted:

- Comments or links unrelated to library events, services, or the particular post being commented on.
- Disputes concerning library fees, patron accounts, library staff, policies, or procedures.

Consent

Participation in Batavia Public Library District social media services implies agreement with this and all other library policies.

Parental Responsibility

The Library does not act in the role of parent and bears no responsibility or liability with regard to use of library-related social media by minors. It is the responsibility of parents to monitor their children's use of social media.

Situations Not Covered

Any situation not specifically covered in this statement of policy will be resolved by the Executive Director and may be reviewed by the Library Board of Trustees.