

# Social Media Policy – Winnefox Library System

## **Purpose and Scope:**

Winnefox Library System (WLS) uses social media primarily to increase awareness of, and communicate information about, services and resources that may be of interest to the WLS library community, and to engage with area colleagues to foster an atmosphere of education and learning.

The content of our social media will be created by Winnefox Library System staff with a goal to:

- Promote WLS services, resources, programs, and accomplishments
- Announce member library programs and accomplishments
- Announce newsworthy state and national library-related information and trends
- Share humor related to libraries

## **Staff Guidelines:**

- When posting to WLS social media sites staff shall be aware that information/comments they post may be interpreted by viewers of WLS-sponsored content.
- WLS posts shall have a professional tone (friendly, sincere, energetic), whether posting original content or when communicating directly with a user.
- Social media content shall be written from the point of view of “We,” which represents WLS as a whole and not as an individual staff member.
- Staff members shall refrain from expressing their personal views.

## **Social Media Policy:**

By publishing any comments, posts, or other materials (including photos) on WLS social media pages, members of the public commenting or posting on WLS social media pages, hereafter referred to as “you”, give WLS the right, to reproduce, distribute, publish, display, edit, modify, and otherwise use submissions shared for any purpose in any form on any media without payment to you. If you are not willing to grant WLS these rights, do not contribute content to WLS social media pages.

Comments and postings from the public are allowed, but WLS staff reserves the right to review all comments and postings. will be deleted by WLS staff and may lead to a ban or block of the user posting in violation of this policy. Any threatening comments or messages may be forwarded to local authorities.

Posts and comments on WLS social media shall not include:

- Obscene, sexist, homophobic, racist, or otherwise bigoted content.
- Harassing or profane comments or postings, threats of physical harm toward another person, and engaging in behavior with the sole intent of harassing another person.
- Potentially libelous or defamatory statements
- Falsification of identity
- Plagiarized material
- Private, personal information of another person without appropriate consent or authority.
- Comments, postings, and/or hyperlinks not related to the content created by WLS staff.

- Spam, solicitation of funds, or other commercial, political, or religious messages unrelated to WLS or its social media postings.
- Photos, videos, or other images that fall in any of the above categories.

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 Law.

WLS recommends against posting personal information to our social media platforms and is not responsible for personal information patrons post about themselves. WLS may occasionally refer to public comments made on social media. However, it will not collect, sell or knowingly transfer to any third party any personally identifiable information related to social media engagement with WLS. Please be advised that social media platforms have their own privacy policies, which should be carefully reviewed.

Content posted by the public is not the opinion of WLS. Sharing of other social media profiles, media, or websites does not constitute an endorsement or guarantee of accuracy by WLS.

Finally, when posting you agree that you will indemnify WLS against any damages, losses, liabilities, judgments, costs, or expenses (including attorneys' fees and costs) arising out of a claim by a third party related to any material you have posted.