

Land O' Lakes Public Library	
Title:	Social Media Policy
Review Cycle:	Every Year
Revision Approval Date:	02/14/2024

Social Media Policy

Introduction: The Land O' Lakes Public Library makes use of social media as a means of outreach, promotion, and resource sharing to support the library's mission. While Land O' Lakes Public Library works to create community connection through its services, its use of social media is not intended as a forum for public conversation. This policy is presented to provide guidance and direction to library staff and the general public as to appropriate access and use of library social media and has been developed with reference to the [American Library Association's Social Media Guidelines for Public and Academic Libraries](#).

Staff responsibilities: Staff members with admin access/posting privileges to Land O' Lakes Public Library's social media accounts have the responsibility to:

- Further Land O' Lakes Library's mission
- Represent the library with respect, courtesy, and professionalism
- Protect patron privacy and confidentiality
- Moderate Land O' Lakes Public Library's social media presence to ensure that acceptable behavior guidelines are maintained.

Acceptable behavior: Acceptable behavior on Land O' Lakes Public Library's social media parallels that for the library itself. Users are expected to:

- Be courteous, considerate, and understanding of others.
- Respect the safety and wellbeing of others.
- Respect the intellectual/creative property of the library others (i.e. observe copyright and licensing).
- Disseminate accurate and truthful information and resources The terms of service of each social media platform must also be upheld.

Violation of Policy:

Unacceptable behavior includes, but is not limited to:

- Posting content that is graphic, obscene, violent, explicit, abusive, defamatory, harassing, discriminatory, and/or suggests or encourages illegal activity
- Commercial promotions or spam

- Impersonating another person or misrepresenting one's identity

Unacceptable behavior may result in the removal of content, blocking, the termination of access, and other disciplinary measures as determined by the Library Director.

Public Record: Content posted to public library social media is public record and subject to Wisconsin Public Records Law. This is inclusive of content that may be removed from public view by moderation. Please refer to the Land O' Lakes Public Library Records Retention Schedule for further information.

Disclaimer: Content posted by individuals not authorized to administer/moderate Land O' Lakes Public Library social media accounts do not reflect the views or positions of the library, its trustees, or its staff. Community members should exercise their own judgment about the quality and accuracy of any information presented through social media.

By posting content to any Land O' Lakes Public Library social media account, individuals indemnify the library against any damages, losses, liabilities, judgments, costs or expenses arising out of a claim by a third party related to any material you have posted.

Note: This policy was borrowed heavily from Olson Memorial Library's Social Media Policy.