

DOOR COUNTY LIBRARY

Policies & Procedures

Subject: Social Media Policy
Effective Date: October 15, 2018
Source/Date: Library Board / October 15, 2018

The Door County Library (DCL) uses social media in various formats to offer an online space where Library information is shared with the public. The Library's social media sites are not intended to be traditional public forums for exchange of ideas and viewpoints, but rather are used for marketing and promoting Library programs, events, activities, outreach, and current condition notification.

Purpose

Social media is a natural extension of public library service and is intended to create a welcoming online space where library users will find useful and entertaining information, and may interact with staff for information clarification.

The use of social media also assists with fulfilling the mission of DCL to "facilitate, guide and connect people and communities with the knowledge, resources and places needed for them to prosper."

Definition

In general, social media is defined here as any web application, site, or account used by the Library to facilitate the sharing of content about library-related information and events.

The Door County Library recognizes that social media and its use will evolve and change, therefore formats and types of social media used by the Library will also evolve and change. Which formats of social media and how they will be used by DCL will be at the discretion of the Library Director.

Content

For the purposes of the DCL, "social media content" refers to:

- Content created and maintained by DCL staff
- Content created by DCL staff as an employee, posted on a host site
- Content of interest to the general library community created on other sites and shared by DCL staff

Content shared from other sites must be properly attributed to comply with copyright restrictions. Linking to material is preferable to quoting.

Library Staff Responsibilities

- Library staff are encouraged to create and post library content to be shared on Library social media platforms
- Library staff must conduct themselves and their comments as required in the most current Door County Employee Handbook
- Library staff will preserve patron privacy
- Library staff will refrain from posting items that may be construed as official DCL or County of Door policy or opinion

Library User's Responsibilities

While Door County Library social media sites are not considered to be public forums, we recognize that library users may be compelled to ask for further information or provide information through interaction with a site. Users are expected to make appropriate comments that are related to the posted content.

The following are not allowed:

- Obscenity or child pornography
- Discrimination and/or harassment
- Advertising or sales
- Solicitations
- Copyrighted or trademarked material
- Spam
- Content unrelated to library content

Users agree to comply with the Door County Library Rules of Conduct and Internet Acceptable Use policies found at <http://doorcountylibrary.org/policies/>.

The Library reserves the right to remove posts that are inconsistent with the DCL Social Media Policy.

Record Retention

Every effort will be made to maintain social media records according to Ch. 18, Door County Code, section 9Q guidelines for record retention. In addition, interactions by the public with Door County Library social media posts will be specifically saved as electronic files and retained for a minimum of 7 years. Adjustments to record retention will be made as future guidelines become available.