

Racine Public Library Social Media Policy

I. Purpose of the Library's Social Media Policy

The Racine Public Library maintains a social media presence to engage with the community, ~~promote Library events~~ to serve the community's informational needs, and to increase awareness of ~~and accessibility to its Library~~ programs, resources, ~~and~~ services and events in order to serve its mission. ~~These social media outlets supported by the Racine Public Library are intended to assist in fulfilling our goals of connecting people with materials and information, as well as serving the informational, educational, recreational, and cultural needs of the community. Positive interaction with community members will be promoted on our social media to foster an atmosphere of education, learning and collaboration. Our social media accounts serve a digital face of the Library and should maintain the same level of customer service provided within our physical spaces.~~ The Library's social media profiles and content posted to them are permanent, retrievable, ~~and~~ public record. All ~~submitted~~ content posted to the Library's social media ~~sites profiles are~~ is subject to Wisconsin Public Records Law and records retention requirements, and may be subject to public disclosure.

~~This policy governs the use of social media in three areas: employee responsibilities, public responsibility and terms of use, and the publication of comments on social media.~~

~~Social media is defined as any online forum that allows users to share information. Social media may include, but is not limited to, blogging, instant messaging, social networking sites, wikis, posts, and community reviews.~~

II. Definitions

"Social media," for the purpose of this policy, references any online platform, website or application that allows users to share information. Social media may include, but is not limited to, social networking sites, media platforms with user-generated content, Wikis, chat servers, reviews and blogs.

"Social media profiles," "Library profiles" or "profiles" refer to any profile, account or page the Library makes on a social media platform.

"Social media managers" or "managers" refer to any Library employee who has been authorized to administrate, post to or engage the public through a Library profile.

"Users" refer to members of the public who interact with the Library's social media profiles and content, including but not limited to following, commenting, sharing or reacting.

"User content" refers to any text, images, videos or other media that users publicly post to or about the Library's social media profiles or content, including but not limited to

posts on a Library profile, comments on and shared of the Library's content, reviews, and video reactions.

"User interactions" refer to any action a user takes on a Library profile, including but not limited to user content as well as private or direct messages, follows and subscriptions, or likes and reactions to Library posts and comments.

"Library content" refers to any texts, images, videos or other media that Library managers post through the Library's social media profiles, including but not limited to posts, comments and direct messages.

III. Employee Responsibilities

Library social media profiles serve as a digital face of the Library. Social media interactions that employees hold on the Library's profiles or about the Library are a reflection of not just the individuals involved, but of the Library as a whole. ~~When staff uses social media, behavior and content are not only a reflection of the staff member, but also of the Library.~~

Social media managers and Library profiles must be authorized by the Executive Director or Head of Business Development, who may change or remove managers and profiles at any time. The Head of Business Development will work with social media managers to facilitate a consistent, high quality, helpful social media presence which supports the Library's mission. The Executive Director or Head of Business Development will make the final determination on any questions about what content or activity is appropriate for Library profiles. ~~No Library employee may establish a work-related social media account without the authorization of the Executive Director. The Executive Director may delegate to the Head of Business Development, managers, and library staff to administer and provide content for the Library's social media accounts. Employees so designated are required to read and follow the Library's policy concerning social media. The Executive Director may revoke access to the social media accounts at any time.~~

~~Use of social media sites must be consistent with federal, state, and local laws, regulations, and policies, including records retention requirements. Employees shall not blur or combine their personal social media with the Library's social media. Employees cannot use the Library's social media for political purposes, to conduct private commercial transactions, or engage in private business activities. Usage of social media in violation of this policy may be grounds for disciplinary action up to and including termination.~~

Social media managers are expected to:

- Read and follow the social media policy and any related procedures or guidelines.
- Strive through their activity on the Library's profiles to cultivate an environment of respectful learning and collaboration.
- Engage users and communities with the same level of respect and customer service that is expected of in-person interactions.

- Share only public or authorized information on the Library's profiles.
- Adhere to each social media platform's Terms of Use.
- Follow all federal, state and local laws, regulations, and policies including records retention requirements and copyright and privacy laws.
- Keep personal and work social media activity separate. When personal credentials are required to manage a business profile, managers should take care to use the Library's profile only for its intended purpose.

Social media managers may not use the Library's profiles for:

- Political purposes
- Commercial transactions or business activities unrelated to the Library's work
- Personal activity

Noting employment at the Library does not make an employee a social media manager or representative of the Library, or make their profile a Library account. However, social media profiles and content that reference the Library are subject to the section below on What Users Can Expect and What the Library Expects of Users. Any employee who chooses to reference the Library as their employer in their personal social media profiles is entitled to use social media on their own time, according to their own interests, without being monitored by their employer or being held to the professionalism they would maintain at work. However, the Library does expect these employees to maintain a respectful presence when their online activity is connected to the Library, in order to support the Library's positive, constructive online presence (please reference the Employee Handbook Section 6.12 to read more about employee expectations concerning social media).

~~IV. Authorized Users are required to:~~

- ~~Be respectful of individuals and communities~~
- ~~Be polite and respectful of other opinions~~
- ~~Adhere to each social media site's Terms of Use and seek to conform to each provider's terms of use and cultural and behavioral norms; and~~
- ~~Respect copyright, privacy, financial disclosure, and applicable laws.~~

~~V. Authorized Users shall be clear as to identify:~~

- ~~Authorized Users should use their actual names, not pseudonyms~~
- ~~Authorized Users shall not assume privacy and only post information they are authorized to disclose; and~~
- ~~Authorized Users shall use different passwords for different accounts for personal social media and Library's social media.~~

~~VI. What Users Can Expect, and What the Library Expects of Users Public Responsibilities and Terms of Use~~

Users of ~~It is the responsibility of the users to stay informed regarding the Library's social media terms of use. By joining, utilizing, and/or posting on~~ the Library's social media ~~sites profiles, you agree~~ are expected to ~~comply with~~ follow the Library's policies, including this policy, the Library's Internet Access and Wireless Network Policy, and the ~~Rules of Behavior Policy~~ Commitment to Excellence for All Policy.

The Library's social media is public record. Any content ~~added~~ posted to Library's social media accounts ~~will be considered the property of the Racine Public Library and~~ may be archived by the Library ~~outside each social media's platform.~~

In addition, the Library ~~has the right to~~ may reproduce, distribute, publish, display, edit, modify, delete and otherwise use for any purpose in any form on any media save, share, or modify user content and interactions for marketing, improving user experience or other purposes. ~~all comments, posts, or other materials submitted on the Library's social media accounts.~~

- The Library reserves the right to remove, hide or alter temporarily suspend or terminate its social media profiles and content at any time; and
- ~~Public comments expressed on this site do not necessarily reflect the opinions of the Racine Public Library or its officers and employees.~~

The Library reserves the right to moderate user interactions to cultivate a respectful, educational, collaborative community environment by deleting or hiding messages, reminding users of its social media policy, banning users, or taking any other actions its social media managers deem appropriate. While it's not possible to comprehensively define appropriate engagement in every situation, the following types of user content will always be deleted:

~~If a post violates any of the following rules, it will be removed from RPL's social media accounts:~~

- ~~Content that is not topically related to the particular purpose, goal or statement on the site~~
- Content that uses profane language, or is sexually graphic, obscene or explicit
- Content that is disrespectful, abusive, threatening, hateful or intended to defame anyone or any organization to any individual groups or people
- ~~Content that suggests or encourages illegal activity~~
- 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, gender identity or sexual orientation encourages or contributes to inequity of race, skin, color, national origin, religion, age, gender, sexual or romantic orientation, disability, neurotype, health, size, class, income, or any other characteristics through which inequity is experienced.

- ~~Content posted by a person whose profile picture, username, or email address contains any of the aforementioned prohibited conduct~~
- ~~Post solicitations or advertisements of any commercial entity, product, or service other than those which are directly related to the Library, Library events, and community collaborations.~~
- ~~Content attempting to defame or defraud any person or financial, commercial or governmental agency~~
- ~~Content that compromises the safety and security of the public~~
- Content that violates any local, state or federal law.
- ~~Content that promotes political purposes, candidates or content associated with any candidates for elected office, political parties or ballot proposals.~~

~~Users who violate RPL's Terms of Use three times will be removed from the Library's social media accounts.~~

Although the Library strives to offer a respectful, educational, collaborative user experience through its profiles, it does not take responsibility for user interactions or content. User content and interactions do not represent the opinions of the Library, its employees or its trustees. In addition, the Library does not guarantee a response to every social media comment or message. For any questions that require immediate assistance, please contact the Library by phone or email.

~~VI. Publication of comments on Social Media~~

~~By posting a comment you agree to indemnify the Racine Public Library and its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney fees) incurred by any of them which arise out of or are related to the content that you post.~~

~~The Library reserves the right (but is not obligated) to do any of the following:~~

- ~~Hide from public view any of the prohibited commentary~~
- ~~Ban people who are spamming or continuously ignoring the Social Media policy from the page or group; and~~
- ~~Access, monitor, and read any submission on Library-sponsored social media accounts.~~

~~Additionally, the Library does not guarantee a response to all correspondence on social media. Those requesting immediate assistance must contact the Library via phone or email.~~

Approved by: RPL Board of Trustees

Approved Date: June 16th, 2022 (*May 16th, 2019*)

Review Schedule: Annual

Next Review Date: June 2023