



## **Social Media and Digital Marketing Policy**

### **I. Scope**

Crandall Public Library (CPL) uses social media and digital marketing as a way to engage with our community outside of the physical building space. As such, CPL will regularly post items that follow our mission to “cultivate a forward-thinking community that pursues knowledge, embraces inclusion, inspires creativity and values civic responsibility”.

Social media is defined as any web-based tool such as a blog, micro-blog, online forum, content-sharing website, or other digital channel established for online interaction and connection. Digital marketing refers to online communication such as email blasts.

Designated CPL staff will use social media and digital marketing to:

- Post original content
- Share relevant content from other high-quality sources
- Promote CPL events and services
- Disseminate community information
- Engage with patrons

Designated CPL staff is determined by the Library Director and/or Assistant Director, an account administer cannot give permission/access to someone else without their approval. Administers will be limited to one per department unless given permission by the Library Director and/or Assistant Director.

### **II. Data Collection**

CPL collects general usage statistics, but does not collect, maintain, or otherwise use the personal information from any third party site. Users must be aware that third party websites may have their own privacy policies.

Optional surveys may be posted to collect user feedback.

Photos/videos may be taken during CPL programs and events, and may be posted to our social media sites. If a close-up or otherwise identifiable photo/video is taken, images will not be used unless we have obtained a signed photo release form.

### **III. Guidelines for Use**

#### **A. Staff Use**

Designated staff members are tasked with establishing, updating, and managing CPL social media and digital marketing platforms. These employees will reflect the mission and vision of CPL in their postings by using the following guidelines:

- The creation of social media accounts must be approved by Library Administrators. The names of pages or accounts should not be changed and should clearly represent CPL.
- Employees must use a consistent, positive, and professional voice. Use of the personal voice must be vetted and personal opinions should not be shared. Use first names only.
- Employees must check facts, cite sources, avoid copyright infringement, present balanced views, acknowledge and correct errors, and check grammar and spelling before posting.
- Employees must only post images or graphics for which they have the rights to use (permission from the owner, purchased content, public domain). Images must be visually appealing and relate to the content being posted.
- Employees must not discuss confidential, work-related matters through social media.
- Employees must not represent any posting or statement as official policy unless it has been explicitly approved by the CPL administration.
- Co-host requests must only be approved for CPL co-sponsored programs and events. Likewise, location check-ins must only be made for CPL co-hosted programs.
- Tagging of members of the public must be limited to Library program presenters and performers.
- The promotion of businesses/for-profits must be approved by Library Administration.
- Posts must not be shared to the CPL page from an administrator's personal page.

Content that is posted on Library-sponsored social media sites and digital marketing platforms is subject to the Freedom of Information Act and records retention requirements. Administration reserves the right to edit or remove posts that do not follow these guidelines. **FAILURE TO COMPLY WITH THESE GUIDELINES MAY RESULT IN DISCIPLINARY ACTION.**

CPL engages with other organizations through their social media sites, and may share relevant content or posts. CPL is not responsible for the content found on these other websites/posts.

#### **B. Personal Use**

CPL staff, Trustees, Volunteers, and Friends have the same right to self-expression enjoyed by members of the community as a whole when discussing matters of public or private concern. CPL employees, Trustees, Volunteers, and Friends are cautioned that speech made pursuant to official duties is not protected speech under the First Amendment and may form the basis for discipline if deemed a violation of any policy of the Library.

The Library does not explicitly endorse, monitor, or review the content of personal, non-Library related social media activity of its employees. Employee use of personal social media during working hours is

limited to work-related purposes such as professional development or library-related social media outlets. Staff shall not spend an inordinate amount of time on social media. Keep in mind the following best practices when posting content about library-related subjects and issues on personal time:

- Identify yourself as an employee of the Library, and make it clear that the views expressed are yours alone and do not represent the views of the Library.
- Respect the Library's confidential and proprietary information. Do not post information that is still in draft form or is confidential.
- Comments with any kind of negative, mocking, or disparaging slant must not be made about patrons in general, about specific questions from patrons, or about patron behavior whether the patrons are SALS based or not.
- Comments with any kind of negative, mocking, or disparaging slant must not be made about the Library, its Trustees, its Friends Group, or its employees.
- The friending, liking, or following of patrons who are not engaging with CPL in a professional capacity is prohibited. The friending/following patrons under the age of 18 is not allowed. Do not tag patrons in posts.
- Posting or sharing from your personal account to CPL accounts is not allowed. Employees must not tag themselves in CPL posts.
- Coworkers who choose to friend or follow each other must be respectful. Social media use between coworkers is subject to Library anti-harassment policies.

EMPLOYEES WHO VIOLATE THIS POLICY COULD FACE DISCIPLINARY ACTION. DEPENDING ON THE NATURE AND SEVERITY OF THE VIOLATION, THIS COULD INCLUDE TERMINATION OF EMPLOYMENT. CPL RESERVES THE RIGHT TO MONITOR HOW SOCIAL MEDIA IS USED AND ACCESSED THROUGH LIBRARY RESOURCES, SUCH AS COMPUTERS AND TABLETS PROVIDED FOR BUSINESS USE.

#### **IV. Public Terms of Use**

This applies to any postings made by the public, whether a registered borrower with CPL or not, made on any CPL social media sites.

CPL permits patrons to comment on Library posts and invites patrons to share opinions about Library-related subjects, resources, and programs. Postings do not indicate Library endorsement of the ideas, issues, or opinions expressed by the public in posts on its social media sites. CPL does not endorse the content of images tagged at the Library or on Crandall Trust property by the public.

By joining, utilizing, and/or posting on CPL social media sites, patrons agree to comply with this Policy, as well as the Library's Policy on Internet and Computer Use, as applicable. CPL's Social Media and Digital Marketing Policy applies whether a patron chooses to use a computer at the Library or when posting from a personal device to any Library social media site. While the Library encourages dialogue, commenters must be courteous and civil toward one another.

The Library reserves the right to restrict or remove any content. Content and comments on the Library's social media accounts containing any of the following will not be allowed:

- Obscenity or child pornography
- Content that promotes, fosters, or perpetuates discrimination and/or harassment on the basis of race, creed, color, age, gender, marital status, religion, national origin, physical or mental disability, sexual orientation, ancestry, or any other protected category. **Hate speech will not be tolerated.**
- Content that harasses staff, volunteers, trustees, or other patrons
- Falsification of identity
- Slanderous, libelous, threatening, or defamatory statements
- Copyrighted or trademarked material
- Spam and commercial content
- Charitable solicitations or political campaigning
- Content not related to Library business, programs, events, resources, and materials. Comments and posts should be related to the issue or topic discussed.
- Duplicate posts from the same individual will be removed

Patrons are personally responsible for their commentary. Patrons should be aware that they may be held personally liable for commentary that is defamatory, obscene, proprietary, or libelous by any offended party, not just the Library.

Patrons who violate this policy may have their Library privileges revoked. Depending on the nature and severity of the violation, law enforcement may become involved.

*Adopted by the CPL Board of Trustees June 23, 2021*