

SOCIAL MEDIA POLICY KIMBALL PUBLIC LIBRARY

Social media is defined as any website or application which allows users to share information.

Kimball Public Library staff and community members interact through Internet communication

using social media applications. This is in keeping with the library's mission, which states "The Kimball Public Library enriches our community by encouraging and supporting lifelong literacy through free and open access to books, cultural activities and technology."

Social media can include, but is not limited to, blogs, instant messaging tools, social networking sites, and wikis. Examples of such sites are Twitter, Facebook, YouTube, Blogger and WordPress. As with more traditional resources, the library does not act in place of or in the absence of a parent and is not responsible for enforcing any restrictions which a parent or guardian may place on a minor's use of these resources.

The library does not collect, maintain or otherwise use the personal information stored on any third party social media site in any way other than to communicate with users on that site, unless granted permission by users for library contact outside the site.

The purpose for contact outside the site may include program promotion, volunteer opportunities, reference help, or other similar activities. Users may remove themselves at any time from the library's "friend" or "fan" lists or request that the library remove them.

Users should be aware that third party websites have their own privacy policies and should proceed accordingly.

Comments, posts, and messages are welcome on Kimball Public Library social media sites.

1. While the library recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy (before publishing when possible).
2. The library reserves the right to modify or remove any content that seems inappropriate. The library is also not obligated to take any

such action and will not be responsible for any content posted by an individual.

3. *Posted comments from the community are the opinions of the author only and publication of a comment does not imply agreement or endorsement by the staff or the library board.*

The public is cautioned not to put personal information on any forum or in any post. By posting, the user agrees to hold the library, employees, and officers free from any liability.

All postings which contain any of the following will be removed, and the poster will be banned from posting any subsequent messages to library social media sites:

- Obscene or racist content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or copy-written material
- Private, personal information published without consent
- Comments totally unrelated to the content of the forum
- Hyperlinks to material that is not directly related to the discussion
- Commercial promotions
- Organized political or religious activity or proselytizing
- Photos or other images that fall in any of the above categories
- Spam

In addition, Kimball Public Library reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post.

The Kimball Public Library reserves the right to reproduce comments, posts, and messages in other public venues. For example, the library may reproduce a response to a YouTube book review in a newspaper article or on the library website. Identifying information, other than first name, will be removed unless prior approval is granted by the user.

Kimball Public Library assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social media service. The library does not endorse or review content outside the "pages" created by Kimball Public Library staff.

Participation in Kimball Public Library social media services implies agreement with all library policies, including its *Communications & Media Policy* and *Internet Access Policy*. If a user does not agree to the terms of the library's policies, they are not to interact on library-sponsored social media services.

Library staff shall make a clear distinction between professional and personal use of social media. Because of the immediacy of the media, less administrative oversight and editing are exercised; so staff is also warned to have their posts reviewed for accuracy – grammar and information.

The role and utility of social media sites will be evaluated periodically by library staff, and may be terminated at any time without notice to subscribers.

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