

## PURPOSE

The purpose of the social media policy is to enumerate procedures and guidelines for the setup, management, and use of social media pages by the Clinton Township Public Library Staff and assure a high standard of customer service while protecting free speech, privacy, and security.

## PROTOCOLS

The Clinton Township Public Library use of social media shall comply with all applicable federal, state, and local laws and regulations, including adherence to established laws regarding copyright, records retention, Freedom of Information Act (FOIA), First Amendment (U.S. Constitution), Americans with Disabilities Act (ADA), Health Insurance Portability and Accountability Act (HIPAA), Hatch Act of 1939, privacy laws, and employment-related laws.

## DEFINITIONS

Social media is defined as the tools and platforms people use to create online community through the combination of media content and social interaction. Users may create and publish, converse about, comment on, edit, or share content. Social media tools include blogs, wikis, message boards, podcasts, and websites that allow the sharing of information, videos, or images. Social media applications include (but are not limited to) Facebook, Messenger, Twitter, Google+, Instagram, Snapchat, LinkedIn, and YouTube.

## ACCESS

Specified paid Clinton Township Public Library employees alone may post content (text, photos, audio, video, etc.) to a social media account under the name of the Clinton Township Public Library. The Library Director is the main administrator for all library social media accounts and is responsible for the maintenance and monitoring of employees listed as authorized users. All CTPL accounts, account content and posts, and account contacts are the property of the library, not the individual user or administrator. Administrators and users will not continue to post to library accounts once they have left the library's employment, will be removed from all library accounts, and will immediately separate personal accounts from the organization's accounts.

## ACCEPTABLE USE OF SOCIAL MEDIA

The best and most appropriate uses of social media tools will generally fall into the following three general categories:

- A. the sharing of enriching and/or entertaining content that aligns with the library's mission, goals, and values;
- B. the promotion of library services, resources, and events;

C. and the dissemination of information of local or regional interest.

Thus, the content may include (but is not limited to):

- emergency information;
- library service, resource, event, or program information;
- customer service interactions;
- public service announcements, including dates/times of public meetings;
- news or information of local interest;
- community events;
- Sharing/reposting of content from other sources that may be of interest to Clinton Library users.

The Clinton Township Public Library will at all times attempt to follow copyright, fair use, and invasion of privacy laws. Content not under the copyright of the Clinton Township Public Library (including photos, graphics, text, audio/music, video, etc.) used in the creation of library social media posts/content must be copyright free and open to use by the public.

Content posted by the Clinton Township Public Library may be saved or shared by members of the public. Library staff are encouraged to share library content on their personal social media accounts.

#### PROHIBITED FORMS OF CONTENT

The following forms of content posted by either external or authorized users may be subject to removal if they contain:

- A. profane or sexual language/content or links to profane or sexual content;
- B. content that promotes, fosters, or perpetuates discrimination of protected classes;
- C. content that is sexually harassing;
- D. content that contains spam or advertisements for a specific brand, trademark, or company;
- E. content that promotes or endorses political candidates, campaigns or ballot measures;
- F. content that constitutes or encourages illegal activity or violates local, state, or federal laws;
- G. information that may tend to compromise the safety or security of the public or public systems;
- H. content intended to defame any person, group, or organization;
- I. content that violates a legal ownership interest of any other party, including trademark or copyright infringement;
- J. content that contains false, libelous, vicious or malicious statements;
- K. violent or threatening content;
- L. content that discloses confidential, sensitive, or proprietary information.