

Social Media Policy

Adopted by the Hinckley Public Library District Board of Trustees

December 9, 2013

Revised February 8, 2016

Library sponsored social media is used to: convey information about library resources, programs, and services; obtain customer feedback, exchange ideas or trade insights about library trends; and reach out to potential new library users and promote the library. Hinckley Public Library District views social media as a positive communication option, and a viable extension of the library beyond the library walls.

Staff posts should be professional and should comply with the library's Patron Confidentiality Policy.

Public comments, posts, and messages are welcome on HPLD social media sites. While HPLD recognizes and respects differences in opinion, all such interactions will be regularly monitored and reviewed for content and relevancy. All postings which contain any of the following will be removed from library social media sites:

- Obscene or discriminatory content
- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized or copy-written material
- Private, personal information published without consent
- Commercial promotions or spam
- Organized political activity
- Photos or other images that fall in any of the above categories

In addition, HPLD reserves the right to edit or modify any postings or comments for space or content, while retaining the intent of the original post. The library shall also be granted the right to reproduce comments, posts, and messages in other public venues. For example, a Facebook comment may be quoted in a newspaper or on the library website. Identifying information will be removed unless prior approval is granted by the user.

HPLD assumes no liability regarding any event or interaction that takes place by any participant in any library-sponsored social media service, and does not endorse or review content outside the "pages" created by HPLD staff. Participation in HPLD social media services implies agreement with all library policies. If a user does not agree to the library policies, he/she is not to use the services provided.

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.